UNIVERSITY OF LETHBRIDGE
FACULTY OF HEALTH SCIENCES
HLSC 3510 OL – PROGRAM PLANNING & EVALUATION
Course Outline – Spring, 2017
January 9 – April 8, 2017

COURSE INSTRUCTOR

Instructor:	Kathy Haight RN, MN
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Office Hours:	By appointment

COURSE DESCRIPTION

In this course students will analyze fundamental theories and methods necessary to design and evaluate health-related programs. Students will interact with the Ontario Public Heath – Online Health Program Planner tools to develop knowledge, skills, and confidence in program planning, implementing health-related interventions, and engaging in formal program evaluation. In addition, students will explore leadership and management strategies for efficient and effective delivery of health-related programs.
To demonstrate understanding and apply course concepts, students will follow a process to create an authentic health-related program for a public health setting, an issue, or a population of their choice and complete a systematic program evaluation plan.

COURSE OUTCOMES

By the end of this course students will be able to:
1. Identify various theories, models, and tools used in health-related program planning, implementation, and evaluation.
2. Analyze the six steps used to design effective and efficient health-related programs.
3. Complete a situational assessment based on a public health issue, population, or specific setting and prepare a program rationale.
4. Develop realistic program goals, identify implementation processes, and state program outcomes by means of a logic model.
5. Analyze and prioritize health promoting interventions for a health-related program based on evidence, relevance, and feasibility for the target population.
6. Define program evaluation and identify reliable, valid, and accessible sources of program data for measurable indicators.
7. Analyze various evaluation methods and create an evaluation strategy to measure program outcomes.
8. Prepare a systematic program evaluation plan and explore ways to disseminate evaluation results.

COURSE RESOURCES

Required Course Text:
McKenzie, J., Neiger, B., & Thackeray, R. (2017). Planning, Implementing, and Evaluating Health Promotion Programs: A Primer (7th Ed). Glenview, IL: Pearson Education.

Online Resources:
Online Health Program Planner tools
http://www.publichealthontario.ca/en/ServicesAndTools/ohpp/Pages/default.aspx

SYSTEM REQUIREMENTS

⌨ This course requires you to have access to the internet. You are expected to check Moodle frequently. If you are having difficulty with Moodle, you can check http://moodleanswers.com/ to find answer to your problem. If you continue to have difficulty, please contact the U of L Teaching Centre: support@uleth.ca

COURSE ASSIGNMENTS, EVALUATION CRITERIA & DUE DATES

More detail for assignments is posted on Moodle. Marking guides are also posted on Moodle.

Assignment	Weighting	Details (all marking guides are posted on Moodle)	Due Date
Group Discussions	15%	• Weekly group discussions will be initiated with a course related question. You will first post your response, review your peer responses, then post again as per the weekly instructions on Moodle.	Post Weekly
Content quizzes	15%	• The weekly Moodle quizzes are based on the assigned textbook readings. The quizzes are intended to validate your knowledge of important course concepts for submitted assignments. • The types of quiz questions will include: multiple choice, matching, rank order, fill in the blanks, and short answer questions.	Available: Week 2 Week 5 Week 9
Program Rationale	20%	• This assignment is a written description (1000 – 1500 words max.) for your proposed program to develop in this course. • Describe the context for a program (health issue, population, and setting), summarize the situation, analyze evidence, identify possible actions, and state the benefits of the proposed program to improve the situation. • The Online Health Program Planner tools, Step 1 and Step 2 worksheets will help you flesh-out your ideas for your propsoed program and this assignment.	Submit Week 3
Program Logic Model	20%	• This assignment is a visual logic model representation of your program (1-page document). The logic model will include a mission statement, realistic goals, objectives for outputs, and measurable outcomes. • In addition to the visual logic model, you will include a series of "if-then" statements to demonstrate relationships, or the logical flow between program activates and outcomes for your program (1-page point form document). • The Online Health Program Planner tools, Step 3 and Step 4 will help you systematically develop the logic model for this assignment.	Submit Week 6
Program Evaluation Plan	20%	• This assignment defines the linkages between the program outcomes, measurable indicators, and a data collection strategy to measure the process and impact of the proposed program outcomes. • In addition to the evaluation plan, you will review your program plan using a population health approach lens and provide evidence of risk mitigation awareness. • Using the Online Health Program Planner tools, Step 5 and Step 6 will help you organize the evaluation data collection strategy for this assignment.	Submit Week 11
Program Presentation	10%	• This assignment is a short 5 slide verbal/visual presentation of your program. The presentation is intended to provide viewers a concise overview in 5 minutes or less. • You will post a presentation in the group discussion forum, then constructively critique two other program presentations and post written commentary to your peers. • Creativity and marketing strategies will help you develop your deliverable.	Post Week 12
Total	**100%**		

GENERAL GUIDELINES FOR ASSIGNMENTS

All written assignments are the original work of an individual student. Using the work of others in assignments without appropriate recognition (citation) constitutes the academic offense of plagiarism and could result in a failing grade for the course (see academic calendar under student discipline for further information).

In accordance with university regulations on duplication, "no student shall submit in any course or program of study, without both the knowledge and approval of the person or persons to whom it is submitted, all or a substantial portion of any academic assignment for which credit has previously been obtained or which has been or is being submitted in another course or program of study in the University or elsewhere." (U of L 2016-2017 Calendar).

Please see section on Late Papers/Assignments below.

Refer to Part 4: Academic regulations, policies and program requirements in the University of Lethbridge calendar for further information.

LATE PAPERS/ASSIGNMENTS

All papers and assignments must be submitted by the beginning of class on the due date **UNLESS AN ALTERNATE DUE DATE HAS BEEN ARRANGED WITH THE FACULTY MEMBER** at least 48 hours in advance of the scheduled due date, at the instructor's discretion.

A late (date and/or time) paper or assignment will be assessed at five percent (5%) decrement for each day it is late, including holidays and weekends up to a maximum of 14 calendar days, after which a grade of zero will be assigned. All papers will be initially graded according to the assignment's original marking guideline, and then the mark will be reduced by 5 percentage points per day.

Assignments can be submitted in paper and/or electronic format as stipulated by the course instructor.

If an assignment is to be submitted late and on a holiday or weekend then an electronic copy should be submitted to the instructor as soon as possible. An identical paper copy must be submitted (unless alternate arrangements are made) on the first working day following the holiday or weekend. If the paper copy is submitted to the instructor on the next working day then the calculation of penalty will apply to the submission of the electronic version.

Refer to Part 4: Academic regulations, policies and program requirements in the University of Lethbridge calendar for further information.

GRADING

The grading system is consistent with that established in the Faculty of Health Sciences, effective May 1, 2002.

Letter	GPA	Percent	Letter	GPA	Percent
A+	4.0	95 - 100%	C+	2.3	71 - 74.9%
A	4.0	91 - 94.9%	C	2.0	67 – 70.9%
A-	3.7	87 – 90.9%	C-	1.7	63 – 66.9%
B+	3.3	83 – 86.9%	D+	1.3	59 – 62.9%
B	3.0	79 – 82.9%	D	1.0	55 – 58.9%
B-	2.7	75 – 78.9%	F	0	0 – 54.9%

PLAGIARISM STATEMENT

The University of Lethbridge subscribes to Turnitin.com, a plagiarism detection service. Please be advised that student work submitted for credit in this course may be submitted to this system to verify its originality. Students must be able to submit both electronic and hard copy versions of their work upon request.

ACCOMMODATIONS FOR STUDENTS WITH A DISABILITY

Reasonable accommodations are available for students who have a documented disability. If you have been diagnosed with a disability, there is no need to face the challenge of University without support. Please contact the Counselling Services/Students with Disabilities Resource Centre at 403-329-2766 http://www.uleth.ca/ross/counselling/index.html to set up an appointment. After registering with the Disabilities Resource Centre your instructor will be notified by a formal letter of any accommodations you require. In addition, students are responsible for requesting accommodations from the instructor at least ***two weeks*** in advance of the evaluation date. The instructor and student are jointly responsible for arranging the resources needed for the evaluation process**.**

COPYRIGHT STATEMENT

All University of Lethbridge students, faculty and staff must comply with Canadian law and institutional license agreements pertaining to copyright. At the same time, keeping abreast of our copyright obligations and options is a complex task as copyright matters locally and globally are in flux and are likely to remain so for at least the near future.

The University's Copyright website (www.uleth.ca/copyright) is a source of current copyright information that includes:
- answers to common copyright questions (see the FAQs),
- guidance on whether you need permission or a license to copy a particular work (see the Copyright Permissions Flow Chart),
- guidance on assessing whether fair dealing may apply to specific instances of copying you wish to undertake (see the Guidelines for Copying under Fair Dealing), and
- a permissions look-up tool to help you determine the kinds of copying and other uses permitted by the Library's license agreements covering specific online journals and other online resources.

You are encouraged to contact the University Copyright Advisor (copyright@uleth.ca) for assistance with any copyright questions or issues.