

WESTERN KENTUCKY UNIVERSITY
DEPARTMENT OF PUBLIC HEALTH
Health Literacy for Consumers
Fall 2016

This is a web course and will be conducted entirely on Blackboard

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Blackboard

This course will use the Blackboard online course management system which can be accessed at <http://ecourses.wku.edu> or by clicking on Blackboard on the www.wku.edu homepage.

Required Text

Zarcadoolas, C., Pleasant, A.F., Greer, G.S., (2006). *Advancing Health Literacy: A Framework for Understanding and Action*. Jossey-Bass. ISBN- 13:978-0-7879-8433-5

Course Description

Provides an introduction to health literacy from a consumer's perspective. Students will examine the current state of affairs in healthcare, identify medical challenges, and learn how consumers can heighten awareness and better prepare to be their own best advocate.

Course Objectives:

As a result of taking this course, each student should be able to:

- Examine factors that affect health literacy.
- Explain the educational and public health impact of low health literacy on health knowledge, learning, behaviors and outcomes.
- Identify populations at risk for low health literacy.
- Discuss the barriers faced and skills required of populations with low health literacy.
- Analyze the role of mass media and the Internet in health literacy.
- Evaluate the efficacy of various health materials and programs focused on developing health literacy.

WKU Policy on Plagiarism:

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offence. The academic work of students must be their own. Students must give author(s) credit for any source material used. To lift directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism.

WKU Policy on Cheating:

No student shall receive or give assistance not authorized by the instructor in taking examinations or in the preparation of an essay, laboratory report, problem assignment, or other project that is submitted for purposes of grade determination. Any act of cheating will result in a grade of 0 points for the assignment.

SDS Policy:

Students with disabilities who require accommodations (academic adjustments and or auxiliary aids or services) for this course must contact the Office for Student Disability Services (OFSDS), located in the Student Success Center in DUC A200. The OFSDS can be reached at (270) 745-5004 V/TDD. Testing for registered SDS students ONLY has been moved to The Student Success Center this office. Testing for other students will remain with DELO in Garrett. Please do not request special accommodations from the instructor without a letter of accommodation from the Office of Student Disability Services.

Attendance:

(See University Policy) Even though this is an online class that doesn't require face to face meetings, students are still expected to "attend" class. This is done via the class site at ecourses.wku.edu. All quizzes, blackboard postings, and other assignments will count as attendance.

Class Policies:

1. The instructor reserves the right to alter the course schedule, assignments, reports, grading scale and evaluation methods upon class performance or other circumstances.
2. All class correspondence will be done via your official WKU email and blackboard. It is your responsibility to check these regularly (this means more than weekly.) .
3. You will need access to a computer with an internet connection, preferably broadband or DSL. WKU has many computer labs on campus with great hours of operation.
4. Technology problems are not an excuse for a late assignment. If you experience computer or email problems and cannot submit your assignment, it is your responsibility to contact me via telephone if you are not able to email me. This needs to be done before the assignment is due. This being said, do not wait until the last minute to submit assignments or take online exams. If you do have problems with a WKU site or technology product, please call the helpdesk at 270-745-7000 or log onto their website www.wku.edu/helpdesk.
5. Since this class offers you the flexibility of working at your leisure, please be sure to allow for extra time by planning ahead. Expect to spend just as much time for an online class as you would for face to face classes. If you are unfamiliar with the technology used, plan ahead extra time for learning the technology.
6. Backup all your files and the course work that you submit. Since we are dealing with the imperfections of cyberspace, unexpected errors can occur.
7. I am available to answer your questions via email or telephone. If you need to call or text me, please do so between the hours of 5:00 p.m.-8:00 p.m. Also, I am not available all the time. If you reach my voicemail, leave your full name, call back number, and question. I will return your call as soon as I can.
8. I do respond to all emails. However, please include HCA 120 in the email subject line for an expedited response.
9. Submit all your assignments using 12 point, Times New Roman font. Double spacing is required on typed papers.
10. All assignments will be submitted via blackboard. Submissions are due by Central Standard Time (CST) on the day they are due. Late work will not be accepted!

Course Requirements:

See the assignments folder on blackboard for details.

1. Healthcare Paper- This is the major writing assignment for the course. You will self-select a contemporary topic or issue on a topic of either Law or Ethics and prepare and write a paper of 5-8 pages. See the details of the project on blackboard assignments folder.
2. Discussion Board Assignments- About two weeks before your group discussion is due; I will post a new forum with a question, statement or website activity. To receive your full 20 points, you are responsible for replying to my question, statement, or activity and also commenting on at least two class member's replies. Your discussions need to be well thought out and contain useful information. All responses are due by Friday at 8PM (See schedule below). Please spread the commenting around and don't reply with simple responses such as "I agree!"- they will not be accepted. Also, comments that are rude, offensive, inappropriate will not be tolerated.

Exams:

The exams in this course will be based on material from the text as well as assignments and other activities. Please read all assigned chapters and make sure you can answer chapter objectives listed at the front of each chapter. All exams will be time and taken on blackboard with multiple choice, short answer, and essay format. Makeup exams will be given only with documented medical excuses or emergencies discussed prior to the exam.

Blackboard Student Users Training- <http://www.wku.edu/online/orientation/usingbb.php>

Course Requirements:

Evaluation:

		Your Points
Exam 1	100 points	_____
Exam 2	100 points	_____
Exam 3	100 points	_____
Final Exam	100 points	_____
Discussion Boards	150 points	_____
Paper	100 points	_____
Total Points	650 points	