

**WESTERN KENTUCKY UNIVERSITY
COLLEGE OF HEALTH AND HUMAN SERVICES
DEPARTMENT OF PUBLIC HEALTH
HCA 120: HEALTHCARE LITERACY
Fall 2024 (Web)**

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Office Hours: By appointment only (Email to set up appointment; appointment may be in person, via phone call or Zoom)

Course Description

One of the most prominent challenges of the healthcare industry is communication of healthcare information. Consumers often fall victim to the gap between what is being communicated by healthcare providers and their ability to comprehend such communication. HCA 120 introduces health literacy from a consumer's perspective and introduces tools for healthcare professionals to improve communication of healthcare information addressing the disparity. In this course students will learn to communicate and deliver complex healthcare messages to diverse populations. The course will also address how consumers can heighten awareness and better prepare to be their own advocate.

Colonnade Exploration Learning Outcomes

This course fulfills Colonnade Explorations Category's four learning objectives. Students will be able to:

1. Demonstrate knowledge of at least one area of the social and behavioral sciences.
2. Apply knowledge, theories, and research methods, including ethical conduct, to analyze problems pertinent to at least one area of the social and behavioral sciences.
3. Understand and demonstrate how at least one area of the social and behavioral sciences conceptualizes diversity and the ways it shapes human experience.
4. Integrate knowledge of at least one area of the social and behavioral sciences into issues of personal or public importance.
5. Communicate effectively using the language and terminology germane to at least one area of the social and behavioral sciences.

HCA 120 Learning Outcomes:

Upon completion of this course, students will 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.

Required Text – available at the campus bookstore

ISBN: 978-0-7879-8433-5

Zarcadoolas, C., Pleasant, A. F., & Greer, D. S. (2006). *Advancing health literacy: A framework for understanding and action*. San Francisco, CA, CA: Jossey-Bass.

Either hard copy or e-book will suffice.

This book is REQUIRED. Please get it as soon as possible. You may buy the e-book or a paperback copy. Used copies are available on Amazon and Chegg. E-books are also available through various sites, including Wiley publishers. WKU bookstore also has the book, and so does the university library. If you have searched all these options and still cannot find the book, please email me to let me know.

THIS EDITION IS REQUIRED.

Relevant Resources/References:

Published articles to supplement text chapters will be posted to their respective module, on the blackboard course site, when applicable.

Course Content

The course will be covered based on lectures, articles, and case studies. Student assessment will be facilitated through the following methods:

1. Assignments
2. Final Project
3. Final Exam

A detailed course calendar will be provided during the first week of class.

Class Attendance & Participation

Students are expected to visit the course site on Blackboard daily to follow up course information and actively participate in class activities. Students need to manage their time responsibly to ensure full class participation. In addition, build a habit of reading materials from the assigned text and other sources materials to grasp the module content and facilitate your participation in the discussions. Your preparation and contribution is important for enriching class experience.

Availability of Timed Assessments & Late Submission Policy

All assigned material will be available with adequate time to complete before due date. Deadlines are strictly adhered to in this course. Exceptions for make-up quizzes or exams beyond the indicated dates will be made for genuine and documented family or medical reasons. Late work will be penalized by point deductions depending on how late it is submitted after the deadline. For administrative purposes, no late work will be accepted after the specific date indicated on course calendar. Having said that, I do understand that life happens. As long as you are sincere in the course, and communicate with me on a regular basis as and when needed, I will work with you.

Working Ahead

Students may work ahead and submit their assignments early if and when possible. However, this does not preclude students from attending weekly classes.

Final Grade Scale

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

All scores are final once deadline for Final Exam has passed.

Correspondence with Instructor – PLEASE READ...IT IS IMPORTANT THAT YOU FOLLOW THESE GUIDELINES!

Please make sure to include the following in EVERY EMAIL THAT YOU SEND TO ME:

- Full Name (ex. Jane Smith)
- 800# (ex. 800101010)
- Class (ex HCA 120)
- Section (ex 001)

Give me a detail of the issue at hand and list any questions you have. If you are requesting a meeting date and time, list **3 different days and times** when you are available during my office hours (see above), so that we are able to reduce back and forth I expect formal and professional language, and respect in every email.

It is important to address someone respectfully in an email. “Hey”, or “Hi” maybe the current trend, however, it is not profession or respectful when it comes to professional communication. It is quite disrespectful. Here is an example of how one should write a formal, professional email:

Dear Ms. Smith,

This email is in regard to Assignment 4. I am struggling to understand question 2, and also cannot find answer to question 6. Would you be able to assist or point me in the right direction?

I think it would help me to set up a meeting with you. Here are my availabilities:

- Monday 9am
- Wednesday 4pm
- Friday 10 am

Please let me know when we may be able to meet.

Thank you for your time.

Sincerely (respectfully/humbly/with regards/etc.),
Jack Smith

It is important you follow the above instruction for communicating via email to avoid delay of response, or no response altogether. Allow between 24 and 48 hours for a response. If you do not hear from me, forward your previous email, letting me know that you are forwarding a previous email. I try to answer my emails as soon as they come in, however, sometimes the volume and frequency of emails I receive can make that difficult, and some emails fall to the bottom and go unnoticed. Having said that, please do not wait until the last minute to email me.

ADDITIONAL POLICIES

ADA Accommodation

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Title IX Sexual Misconduct/Assault Policy](#) (#0.2070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159.

Click here for [Sexual Assault Resources](#)

Process for Academic Dishonesty

Dishonesty: Such as cheating, plagiarism, misrepresenting of oneself or an organization, knowingly furnishing false information to the University, or omitting relevant or necessary information to gain a benefit, to injure, or to defraud is prohibited.

Academic Integrity: The maintenance of academic integrity is of fundamental importance to the University. Thus it should be clearly understood that acts of plagiarism or any other form of cheating will not be tolerated and that anyone committing such acts risks punishment of a serious nature.

Academic Dishonesty: Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in a course without possibility of withdrawal. The faculty member may also present the case to the Office of Judicial Affairs for disciplinary sanctions. A student who believes a faculty member has dealt unfairly with him/her in a course involving academic dishonesty may seek relief through the Student Complaint Procedure.

Plagiarism: To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own. One must give any author credit for source material borrowed from him/her. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage without reference to the source after having changed a few words is also plagiarism.

Cheating: No student shall receive or give assistance not authorized by the instructor in taking an examination or in the preparation of an essay, laboratory report, problem assignment or other project which is submitted for purposes of grade determination.

Other Types of Academic Dishonesty: Other types of academic offenses, such as the theft or sale of tests, electronic transmission of test, test sharing, etc. will be reported to the Office of Judicial Affairs for disciplinary action.

What if a student plagiarizes or in some other way is academically dishonest?

The Faculty Syllabus, or Handbook may permit a faculty member to fail a student on the assignment or the entire class. Cases of academic dishonesty may be referred to The Office of Student Conduct for review and additional action. Faculty or reporting staff should meet with the offending student; inform them of the violation; and make them aware that they have been referred to The Office of Student Conduct prior to submission of your report and/or the start of the student conduct proceedings.

How do I file a report?

Faculty or Staff members create incident reports and supporting documentation via email to the Office of Student Conduct. The IR should be referred to student.conduct@wku.edu.

REPORTS SHOULD BE SUBMITTED WITHIN 72 HOURS OF THE INCIDENT

Homework Assistance:

If at any point you have any concerns or questions about any assignment or assessment for the course, I am your first go to. As I stated earlier, I will be happy to set up a phone call, Zoom session, or even face to face meeting (abiding by campus COVID-19 rules, and during class time) to address your issues and concerns. However, if you still need additional assistance you can contact the following resources available to you at no cost on campus.

Tutoring	Paper Assistance
For help within your courses, please contact The Learning Center. Location: DSU, 2141 Phone: 270-745-5065 Email: tlc@wku.edu	For assistance with written assignment, creating the lay-out or simply review for correct APA format, please contact The WKU Writing Center. Location: Cherry Hall, 123 Phone: 270-745-5719 Email: writingcenter@wku.edu

The instructor reserves the right to alter the syllabus, course requirements and grading scale.

