

**WESTERN KENTUCKY UNIVERSITY
DEPARTMENT OF PUBLIC HEALTH
COMMUNITY HEALTH**

**PH 381-700
Winter 2020**

Blackboard: This course will use Blackboard online course management system which can be accessed at <http://ecourses.wku.edu> or by clicking Blackboard at <http://www.wku.edu>. Students are encouraged to complete IT: Blackboard Student User Training to familiarize themselves with all links (assignments, lecture notes, exams, grade, feedback and so on) before accessing course materials.

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Office Hours: By appointment

Required Text

McKenzie, J., Pinger, R. (2015). *Community Health* (8th ed.). Boston: Jones and Bartlett.

Course Description

This course will introduce students to the foundations of health, the nation's health, health care delivery and environmental health and safety. Preventive strategies in public health will also be introduced to students.

Course Objectives

Upon conclusion of this course, students will be able to:

1. Describe and compare the history of community health to the current state of the nation's health.
2. Define the terms health, community health, and public health.
3. Explain the difference between personal health and community health.
4. Provide information and list the organizations that contribute to the current health status of Americans.
5. List factors that influence personal health and a community's health.
6. Identify the prevention and health promotion strategies that can affect the current and future health problems at all age levels.
7. Describe the organizational structure of local, state, and national health organizations.
8. Explain how Health People 2020 goals and objectives can affect community health.
9. Identify environmental concerns and the impact of these concerns on human health.

Class Participation

Class attendance and participation is expected in the form of discussion board and online activities. Lack of participation will be considered an absence for that week and will result in a 10 point deduction from the student's overall point total.

Prerequisite

PH 100 or PH 261 or completion of 21 hours of Foundations & Explorations section of the Colonnade

ADA 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. Please **DO NOT** request accommodations directly from the instructor without a letter of accommodation from the Office for Student Disability Services.

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf>

Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf

WKU Policy on Plagiarism

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of students must be their own. Students must give the 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 plagiarism. Copying and pasting directly from a website (unless requested to do so by instructor) is also plagiarism.

WKU Policy on Cheating

No student shall receive or give assistance not authorized by the instructor in taking an examination or in the preparation of an essay, a report, problem assignment, or any other project that is submitted for purposes of grade determination. Any form of cheating or plagiarism will result in a failing grade for the course.

Students suspected to be cheating on a quiz or exam may be required to take the subsequent quizzes and exams at the nearest Testing Center, Instructor's office or pay for online proctoring services.

Class Policies

1. **All class correspondence will be done via your official WKU e-mail and Blackboard. Students will be required to watch Blackboard online tutorials under (IT Training) before accessing course materials.**
2. You will need access to a computer with an internet connection. **Students should also check "Browser Compatibility" on Blackboard before accessing course materials.**
3. **Technology problems are not an excuse for a late assignment.** If you experience computer or e-mail problems and cannot submit your assignment, it is your responsibility to contact me. This has to be completed before the first assignment due date. Do not wait until the last minute to submit your assignment or take online test/exam. If you experience problems with Blackboard, call the Help desk at (270-745-7000).

4. Since this class offers you the flexibility of working at your leisure, please plan ahead. Expect to spend just as much time for an online class as you would for a face-to-face class. If you are unfamiliar with the technology used, check IT Training on Blackboard (Blackboard Student User Training) for training and assistance.
5. Back-up all of your files and the course work you submit to avoid unexpected errors.
6. Submit all your assignments using 12-point font in a doc, docx or pdf file.
7. **Submit all assignments via Blackboard. No assignment should be submitted through the instructor's e-mail.** All submissions are due by **Central Daylight Time** on the day they are due. **Late assignments will not be accepted!!**

Grading

Students will accumulate points throughout the semester based on their exams, assignments, and activities. All assignments can be found on this syllabus and under 'Assignments' on Blackboard. **Stipulations:**

- Class assignments/activities must be completed to pass this course.
- **ALL** work submitted must be typed and double-spaced with font no larger than 12 with one inch margins.
- Cheating (including plagiarism) results in zero points.

A maximum of 400 points can be obtained as follows:

Tentative Assignments	Possible Points	Your Points
Exam I	100	_____
Exam II	100	_____
Final (not comprehensive)	100	_____
Community Needs Assessment	40	_____
Discussion Board Assignment	30	_____
Quizzes	30	_____
Total Points	400	_____

GRADING

A = 360-400 points

B = 320-359 points

C = 280-319 points

D = 240-279 points

F ≤ 239 points

Exams

All exams/tests will be online. The exams in this course will be based on material from the text and PowerPoint notes. All exams will be multiple choice. All exams will be timed and taken on Blackboard. **Make-up exams will only be allowed under circumstances that are recognized by the instructor or university such as death in the immediate family, excuse from a doctor, or emergencies. This will have to be discussed prior to the exam date/time.**

Exam Dates

Exam 1 (100 pts)

January 9

Exam 2 (100 pts)

January 16

Final (not comprehensive) (100 pts)

January 23

Assignments

1. Community Needs Assessment (40 pts)

Students will be assigned a county from any state (United States) and conduct a community health needs assessment. The assessment will include a description of the community and its population statistics, a description of risk behaviors, practices and attitudes of the community target population (using available statistics and data found on line), a description of strategies you think are needed in order to identify priorities, barriers in accessing or using services, and resources that you have found to be available in that community. Students will submit a 4-6 page paper that addresses each of the required criteria. Include all sources (APA writing style/format). You are encouraged to use the services of WKU Writing Center to review your project/paper. You can find the Writing Center at (<http://www.wku.edu/pcal/writing-center>). **Project is due on January 17th (11:59 pm). Complete project will be turned in under assignments titled: Community Needs Assessment (your name).**

Rubric

Detailed description of community including population statistics
Thorough description of risk behaviors, practices, attitudes or beliefs of target population, good use of primary and secondary data
Detailed description of strategies to be used in identifying priorities
Detailed description of perceived barriers in accessing or using services
Detailed description of the use of available resources to identify solutions
Overall summary of paper with no errors; correct referencing style

2) Discussion Board Activities

You will be required to share information with your classmates on discussion board (a brief summary). Please follow instructions carefully and respond to all questions posted. Each student must post the **initial comments** on the assigned question (**Tuesday**). You will also be required to comment on **two other posts (Wednesday)**. **Your initial comment should be a minimum of two paragraphs. Each response must be a minimum of one paragraph.** You will be graded on: 1) Posting by due date, 2) Participation in discussion board, and 3) Grammar and expressiveness of your comments. Your discussions need to be well thought out and must contain useful information. **Do not reply with responses such as "I agree!" They will not be accepted. Offensive, rude and inappropriate responses will not be tolerated.**

Discussion Board Activity	Dates	
	Initial Posting (5 pts)	Responses (5 pts)
Discussion 1	January 7	January 8
Discussion 2	January 14	January 15
Discussion 3	January 21	January 22

3) Quizzes

All quizzes will be online. Quizzes will be based on material from the text and PowerPoint notes. The quizzes will be multiple choice, timed and taken on Blackboard. **Make-up quizzes will only be allowed under circumstances that are recognized by the instructor or university such as death in the immediate family, excuse from a doctor, or emergencies. This will have to be discussed prior to the quiz date.**

Quiz
Quiz 1 (10 pts)
Quiz 2 (10 pts)
Quiz 3 (10 pts)

Date
January 8
January 15
January 22

Course Calendar

Week	Topic	Text Chapter Reading
1	Community and Public Health: Yesterday, Today, and Tomorrow	Chapter 1
1	Organizations That Help Shape Community and Public Health	Chapter 2
1	Epidemiology: The Study of Disease, Injury, and Death in the Community	Chapter 3
1	Epidemiology: Prevention and Control of Diseases and Health Conditions	Chapter 4
1	Community Organizing/Building and Health Promotion Programming	Chapter 5
January 7	Discussion Board Activity 1, initial comment	Chapter 4
January 8	Discussion Board Activity 1, two responses; Quiz 1	Chapter 4; Chapters 1-3, 5
January 9	Exam 1	Chapters 1-5
2	The School Health Program: A Component of Community and Public Health	Chapter 6
2	Maternal, Infant and Child Health	Chapter 7
2	Adolescents, Young Adults and Adults	Chapter 8
2	Elders	Chapter 9
2	Community and Public Health and Racial/Ethnic Populations	Chapter 10
January 14	Discussion Board Activity 2; initial comment	Chapter 9
January 15	Discussion Board Activity 2, two responses; Quiz 2	Chapter 9; Chapters 6, 7, 8, 10
January 16	Exam 2	Chapters 6-10
January 17	Community Needs Assessment Paper	Chapter 5
3	Community Mental Health	Chapter 11
3	Alcohol, Tobacco and Other Drugs: A Community Concern	Chapter 12

3	Health Care Delivery in the United States	Chapter 13
3	Community and Public Health and the Environment	Chapter 14
3	Injuries as a Community and Public Health Problem	Chapter 15
3	Safety and Health in the Workplace	Chapter 16
January 21	Discussion Board Activity 3, initial comment	Chapter 16
January 22	Discussion Board Activity 3, two responses; Quiz 3	Chapter 16; Chapters 11-15
January 23	Final Exam (not comprehensive)	Chapters 11-16

BSPH Competencies

This course contributes to the development of the following competencies:

Foundational Domains

Overview of Public Health: Address the history and philosophy of public health as well as its core values, concepts, and functions across the globe and in society	Course Objectives
1. Public Health History	1, 2 3, 5, 8, 9
2. Public Health Philosophy	1, 2, 6
3. Core PH Values	1, 2 3, 4, 5, 6
4. Core PH Concepts	1, 2, 3
5. Global Functions of Public Health	1, 4, 7
6. Societal Functions of Public Health	1, 3, 4, 5
Role and Importance of Data in Public Health: Address the basic concepts, methods, and tools of public health data collection, use, and analysis and why evidence-based approaches are an essential part of public health practice	
7. Basic Concepts of Data Collection	1, 6
8. Basic Methods of Data Collection	1, 6
9. Basic Tools of Data Collection	1, 6
10. Data Usage	1, 6
11. Data Analysis	
12. Evidence-based Approaches	
Identifying and Addressing Population Health Challenges: Address the concepts of population health, and the basic processes, approaches, and interventions that identify and address the major health-related needs and concerns of populations	
13. Population Health Concepts	1, 2, 3, 8
14. Introduction to Processes and Approaches to Identify Needs and Concerns of Populations	5, 6

15. Introduction to Approaches and Interventions to Address Needs and Concerns of Populations	5, 6
Human Health: Address the underlying science of human health and disease including opportunities for promoting and protecting health across the life course	
16. Science of Human Health and Disease	5, 6
17. Health Promotion	5, 6
18. Health Protection	4, 5, 6, 7, 9
Determinants of Health: Address the socio-economic, behavioral, biological, environmental, and other factors that impact human health and contribute to health disparities	
19. Socio-economic Impacts on Human Health and Health Disparities	1, 5
20. Behavioral Factors Impacts on Human Health and Health Disparities	1, 3, 5, 6, 9
21. Biological Factors Impacts on Human Health and Health Disparities	1, 3, 5, 6, 9
22. Environmental Factors Impacts on Human Health and Health Disparities	1, 5, 6, 9
Project Implementation: Address the fundamental concepts and features of project implementation, including planning, assessment, and evaluation	
23. Introduction to Planning Concepts and Features	6
24. Introduction to Assessment Concepts and Features	6
25. Introduction to Evaluation Concepts and Features	6
Overview of the Health System: Address the fundamental characteristics and organizational structures of the U.S. health system as well as to the differences in systems in other countries	
26. Characteristics and Structures of the U.S. Health System	1
27. Comparative Health Systems	
Health Policy, Law, Ethics, and Economics: Address the basic concepts of legal, ethical, economic, and regulatory dimensions of health care and public health policy, and the roles, influences and responsibilities of the different agencies and branches of government	
28. Legal dimensions of health care and public health policy	4,9
29. Ethical dimensions of health care and public health policy	1, 4, 5
30. Economical dimensions of health care and public health policy	1, 4, 5, 6
31. Regulatory dimensions of health care and public health policy	2, 4, 5, 6, 9
32. Governmental Agency Roles in health care and public health policy	4, 7
Health Communications: Address the basic concepts of public health-specific communication, including technical and professional writing and the use of mass media and electronic technology	
33. Technical writing	

34. Professional writing	
35. Use of Mass Media	
36. Use of Electronic Technology	6

Cross cutting concepts

1. Advocacy for protection and promotion of the public's health at all levels of society	1, 2, 6
2. Community dynamics	4, 7
3. Critical thinking and creativity	6
4. Cultural contexts in which public health professionals work	1, 4, 6
5. Ethical decision making as related to self and society	1, 4, 5
6. Independent work and a personal work ethic	1, 4, 5
7. Networking	4, 7
8. Organizational dynamics	4, 7
9. Professionalism	7
10. Research methods	
11. Systems thinking	1, 5, 6
12. Teamwork and leadership	6

The instructor reserves the right to alter the course outline, topics, assignments and grading scale based on the class performance.