

<p><b>Course Name:</b></p> <p><b>HLTH 416/3.0</b> Program Planning and Evaluation</p>	<p><b>Course Instructor:</b></p> <p>Dr. Lucie Levesque</p>	<p><b>Contact Hours:</b></p> <p>Lectures: 1 x 3.0 hrs/wk</p>										
		<p><b>Prerequisite:</b></p> <p>HLTH 252/3.0 and HLTH 315/3.0 Level 4 in a HLTH Major or Joint Honours or KINE Specialization</p>										
		<p><b>Exclusion:</b></p> <p>HLTH 415/6.0</p>										
<p><b>Course Description:</b></p> <p>Program design and evaluation are core competencies of health promotion and public health practice. This course is designed to introduce you to planning, implementing, and evaluating community health programs. This course uses a combination of lecture, group discussions and in-class activities to prepare students with the skills and philosophies used in health promotion.</p>		<p><b>Course Texts:</b></p> <p>Course materials will be posted on OnQ, available through library holdings and on publically accessible websites.</p>										
<p><b>Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Understand the importance of settings to health promotion</li> <li>• Understand key concepts and implications in promoting health from an ecological approach</li> <li>• Identify sources and resources to construct an organizational / community profile</li> <li>• Recognize different types of program strategies and activities</li> <li>• Understand ethical issues in health promotion, including the need for developing authentic partnerships with organizations and communities</li> <li>• Construct a logic model and understand the importance of program theory</li> <li>• Model a plan, implement, and evaluate a community-based intervention</li> </ul>		<p><b>Course Evaluation:</b></p> <table> <tr> <td>Positionality video (individual)</td> <td>10%</td> </tr> <tr> <td>Logic Model Assignment (pairs)</td> <td>15%</td> </tr> <tr> <td>Evaluation Assignment (pairs)</td> <td>15%</td> </tr> <tr> <td>Ethical Critique (individual)</td> <td>10%</td> </tr> <tr> <td>Final exam (individual)</td> <td>50%</td> </tr> </table>	Positionality video (individual)	10%	Logic Model Assignment (pairs)	15%	Evaluation Assignment (pairs)	15%	Ethical Critique (individual)	10%	Final exam (individual)	50%
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### Course Outline

Identity, Values and Positionality	Process Evaluation
Social-Ecological Approaches	Outcome Evaluation
Program Planning	Advocacy and Social Marketing
Logic Models	Funding and Reporting
Culturally relevant programming	Health Promotion Ethics
SWOT Analysis and Strategic Planning	REVIEW: Program Planning, Implementation and Evaluation
Evidence in Health Promotion	