

HSC 405 : Community Health Education

This course presents a variety of educational methods to promote health related changes in people across the lifespan through the process of community health education. Content includes information on culturally competent health education, theories related to learning and health behavior change, the health communication process, and interactive teaching strategies to increase memory retention and facilitate real world application of what is learned. Students have the opportunity to experience, apply and practice concepts and methods learned throughout the course as they participate in class activities and develop and implement a community health education project which includes but is not limited to: formative research; problem identification; audience segmentation; a comprehensive educational plan with quality learning objectives, appropriate instructional strategies, and outcome measures; and evidence of marketing efforts.

Credits 3