

HUN 4936
SOCIAL MARKETING AND ENVIRONMENTAL INTERVENTIONS
SPRING 2015 - Section 050E

Instructor: Anne Mathews, PhD, RDN
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Office hours: Wednesday 2:00-4:00 PM (walk-in) or scheduled via email

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TA Office hours: Scheduled via email/class
Location: 303 FSHN Building

Class meeting time: TUE: 1:55-3:50 PM; THURS: 1:55-2:45 PM
Attendance: Required
Location: TUE: Matherly Hall 005; THURS: Matherly Hall 002
Credits: 3

Course Description:

This course provides an active learning experience where students will work together to design campus wide social marketing and environmental change interventions to improve the overall wellness of college students.

Course Goals/Competencies:

1. Identify and describe the health needs and issues of college students.
2. Communicate health information using effective social marketing methodology to produce behavior change.
3. Identify campus policy and built environment issues.
4. Advocate for positive policy and environmental change.
5. Develop components of a social marketing and environmental intervention with cultural competency and awareness of health body image concepts.

Required Materials:

1. Access to Canvas e-Learning
2. Access to the SMEI Class Wiki (GetFruved Wiki)

How to Access Blackboard:

- Access to SMEI Wiki will be provided in class.

Class Attendance and Demeanor: Students are expected to attend all classes, to arrive on time, and to leave when dismissed by the instructor. Students are expected to show courtesy to their classmates, teaching assistants, and instructor by muting electronic devices and refraining from using a computer or any other type of personal electronic device for any purpose other than taking notes, viewing PowerPoint slides being discussed in class, or to complete course assignments during class time if instructed to do so. Students also are expected to refrain from engaging in personal conversations during class.

Absences and Make-Up Work

Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Student Evaluation: Class participation, IRB training, completion of research forms (contract and media release), pre and post assessment activities, team/area presentations, peer reviews and peer evaluations, and an activity log make are used to evaluate student performance. University approved activities that conflict with any course activities should be brought to the instructor's attention in advance so that alternative arrangements can be made. An unexcused absence from a scheduled activity/presentation will result in a score of "0" unless there are unavoidable extenuating circumstances (subject to my discretion) that can be documented to my satisfaction. Extenuating circumstances include unavoidable, unplanned situations such as illness (chart note from physician or clinic; vague notes such as "was seen" are not acceptable); family death (dated obituary); accident (police report); etc. Extra credit projects will **NOT** be available.

Pre- and Post-assessment activities: Students will complete questionnaires and physical assessments that future Get FRUVED study participants will complete. Detailed information for completing the assessments for this course will be provided separately.

IRB (Institutional Review Board) Training: All students will complete required trainings for working with human research participants. Students will submit certificates/verification of completion.

In Class Participation: In class participation will be evaluated via attendance and participation in discussions.

Media Release/Contract: Students must complete and submit these forms. Students may select the "decline" option, but must complete and submit these forms.

Presentation: Students will work in pairs/small groups to develop a presentation of the planned interventions for their focus area. Information regarding the intervention and expectations will be detailed in class.

Peer Reviews and Evaluations: At the end of this course you will be asked to complete evaluations on the other students you have worked with throughout the semester. You will receive 20 points for completing the evaluations on your fellow students and you will receive up to 50 points based on the evaluations your peers complete about you.

Activity Log: Each week students will submit a brief log of their activities using a provided log form.

Evaluation of Performance/Grades and Grade Points

For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Performance Indicators	Points
IRB Training	50
Pre-Assessment Activities	50
Post-Assessment Activities	50
Media Release Form	10
Contract	10
Participation	280
State Summary	50
Presentation	200
Peer Reviews	20
Peer Evaluations	50
Activity Log	140
Total	910

Grading Scale: Grades will be posted on Blackboard. Grades are not curved and are not negotiable.

A = 850-910 93.4-100%	A ⁻ = 819-849 90-93.33%	B ⁺ = 789-818 86.7-89.9%	B = 758-788 83.34-86.67%	B ⁻ = 728-757 80-83.32%	C ⁺ = 697-727 76.59-79.9%
C = 667-696 73.34-76.5%	C ⁻ = 637-666 70-73.08%	D ⁺ = 607-636 66.7-69.89%	D = 576-606 63.3-66.8%	D ⁻ = 546-575 60-63.2%	E = <546 <60%

Supplementary Information: Supplementary information, announcements, reminders, sample test questions, and critical thinking exercises will be posted on Blackboard or the class listserv.

Online Course Evaluation Process

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open for students to complete during the last two or three weeks of the semester; students will be notified of the specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Academic Honesty

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."* You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, peer reviews, activity log, etc). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information

regarding the Student Honor Code, please see: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>.

Software Use:

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Students with Disabilities

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Contact information: 0001 Reid Hall, 392-8565, www.dso.ufl.edu/drc/

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general wellbeing are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

Service	Location	Phone	Web site	Services provided
University Counseling and Wellness Center	3190 Radio Road	352-392-1575	www.counseling.ufl.edu/cwc/	<ul style="list-style-type: none"> ▪ Counseling Services - individual and group ▪ Outreach and Consultation ▪ Self-Help Library ▪ Wellness Coaching ▪ Drug & Alcohol Support ▪ Crisis & Emergencies

Service	Location	Phone	Web site	Services provided
Career Resource Center	First Floor J. Wayne Reitz Union	352-392-1601	www.crc.ufl.edu	Career development assistance and counseling

Other Information: Lecture material and information are the property of the University of Florida and the course instructor and may not be used for any commercial purpose. Students found in violation may be subject to disciplinary action under the University's Student Conduct Code. Only students formally registered for the course are permitted to attend lectures and take quizzes/tests.

Course Schedule

Week		Tuesday		Thursday
				Pre-Assessments
1	Jan 13	Course Overview- Dr. Sarah Colby, UT	Jan 15	Social Marketing- Dr. Sarah Colby, UT
2	Jan 20	Behavior Change- Dr. Melissa Olfert, WVU	Jan 22	Promoting Health- Dr. Kendra Kattelmann, SDSU
3	Jan 27	Healthy Body Image- Dr. Anne Mathews, UF	Jan 29	Social Media & Technology & Website- Greg Heiberger, SDSU
4	Feb 3	Communication Strategies- Jennifer Martin-Biggers, Rutgers & Anthony Carton, SDSU	Feb 5	Environmental Assessment- Dr. Tanya Horacek, Syracuse
5	Feb 10	Built Environment Assessments	Feb 12	Built Environment Assessments
6	Feb 17	Built Environment Assessments	Feb 19	Built Environment Assessments
7	Feb 24	Built Environment Discussions	Feb 26	Cultural Diversity
8	March 3	Individual Topic Area Work (UF Spring break)	March 5	Individual Topic Area Work (UF Spring break)
9	March 10	Individual Topic Area Work (SDSU Spring break)	March 12	Individual Topic Area Work (SDSU Spring break)
10	March 17	Individual Topic Area Work (UT Spring break)	March 19	Individual Topic Area Work (UT Spring break)
11	March 24	Individual Topic Area Work (WVU Spring break)	March 26	Individual Topic Area Work (WVU Spring break)
12	March 31	Individual Topic Area Work	April 2	Individual Topic Area Work
13	April 7	Individual Topic Area Work	April 9	Individual Topic Area Work
14	April 14	Leadership, Policy & Advocacy – Dr. James Williams, UT	April 16	No Class
14	April 17-19	Presentations at UT Fruved Summit		
15		Post Assessments		

In classes 2-6 and 12- 16, students will listen to a presentation about the topic and then engage in discussions. Discussions will be recorded and states will produce a synopsis of their discussion to share with the other states.

In classes during weeks 9-13, students will meet within their groups and listen to presentations by experts in their topic area and engage in group planning and discussions.

In week 14, students will meet in Knoxville TN to share and present what they have developed.

Topic Areas- Contact Experts

1. **Dietary**- Karla Shelnett, University of Florida - kpagan@ufl.edu
2. **Physical Activity**- Scott Crouter, University of Tennessee – scrouter@utk.edu
3. **Stress Management**- Shawn Spurgeon, University of Tennessee – sspurgeo@utk.edu
4. **Food Systems** - Geoffrey Greene, University of Rhode Island – gwg@uri.edu
5. **Residence Life (Sleep, Substance Abuse, etc)** -Tracey Barnett, University of Florida – tebarnett@php.ufl.edu
6. **Body Image**- Anne Mathews, University of Florida – anne.mathews@ufl.edu
7. **Diversity** – Tandalayo Kidd, Kansas State University – martan@k-state.edu
8. **Social Marketing**- Sarah Colby, University of Tennessee – scolby1@utk.edu
9. **Built Environment**- Tanya Horacek, Syracuse University – thoracek@syr.edu
10. **Documentary** – Anne Mathews and Melissa Vilaro, University of Florida – anne.mathews@ufl.edu; mgraveley@ufl.edu

Other Expert Contacts

Visual Graphics- Anthony Carton, South Dakota State University – Anthony.carton@sdstate.edu

Communications- Jennifer Martin-Biggers, Rutgers University – jmartin@njaes.rutgers.edu

4-H- Justin Crowe, University of Tennessee – jcrowe3@utk.edu

Extension- Michelle Vineyard, University of Tennessee – mvineyar@utk.edu