UEP 203
Introduction to Public Health
Spring 2020

COURSE DESCRIPTION

This course provides a practical and equity-focused approach to the fundamentals of public health. It is organized into two sections: Public Health Fundamentals and Public Health in Practice. The first section covers key concepts in public health: history of public health, controversial issues in public health, epidemiology, biostatistics, the biomedical basis of public health, and social determinants of health. The second section of the course, Public Health in Practice focuses on areas of current public health practice and theoretical applications to address public health problems. Students will appreciate how politics and policymaking are inherent to public health in action; they will gain perspective on the range of programs that public health practitioners implement in order to improve health; they will understand that well-designed and conducted research underlie public health work; finally, students will recognize how movements for change have advanced and continue to advance achievement toward public health goals.

COURSE OBJECTIVES

1) Appreciate that health problems are located within an influential larger context of social, political and economic forces
2) Gain exposure to the achievements and failures of public health and the ongoing controversies facing public health
3) Introduce **public health fundamentals** such as epidemiology and social determinants of health and **public health in action** through a focused examination of four public health action areas (politics, programs, research, and movements for change)
4) Apply public health principles to health problems and develop strategies to address public health problems

INSTRUCTOR

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Office Hours:
Monday & Wednesday from 11:00 – 1:00 or
By appointment 323-341-4005 or x4005

CLASS MEETING TIMES & LOCATION

Monday, Wednesday, Friday 9:35-10:30am
Johnson Hall 105

REQUIRED TEXTBOOK:

Mary Jane Schneider. Introduction to Public Health. 5th edition.

EVALUATION CRITERIA

Criteria	Description	Points (Percent of final grade)	Due
Class participation / In-class discussions	You are expected to participate in class discussion and conversations.	15 (8%)	
Personal essay	Write a two page essay about a health issue that most interests you. Explain why you are interested in that health issue. Reflect on the roots of your personal interest in public health and in that specific health problem. How has public health touched your life? Via a personal or family health crisis? Via travel around the U.S. or outside the U.S.? Via your parent's occupations? Via experiences of your friends?	20 (11%)	1/31
Debate	• You will participate in one of the three structured debates during class. • Each student will develop an outline of talking points to use during the debate. The outline will be turned in and is due at the end of the debate activity.	25 (14%)	*Debate dates:* 3/27, 4/3, 4/10 *Outline Due date of debate*
Public health in the news	Select a news story from the popular press (newspaper or magazine article) and present it to the class. See assignment description for more detail on expectations.	10 (5%)	Various days
Brief Literature Review	You will conduct a literature review on the topic selected by your group for the social marketing campaign project. The literature review will cover information about the health problem of interest, population(s) affected, known risk factors and evidence based prevention interventions.	20 (11%)	2/21
Social Marketing Campaign	Students will work in teams to develop a social media campaign including a campaign plan and creative message and products. The campaign must be based on a proven, evidence-based intervention that addresses the selected health problem.	35 (19%)	Week 7 & Week 13
Midterm	This in-class exam will cover materials presented in the first half of the semester and it will be composed of multiple choice, short answer and an essay.	30 (16%)	3/6
Final Exam	The final exam will require you to critically evaluate current public health issues and apply theoretical frameworks to public health problems.	30 (16%)	TBD
Total		**185**	

ATTENDANCE AND PARTICIPATION
Class attendance is mandatory. Participation in lecture is critical for understanding the material and will count as 8% of your overall grade. Class discussions and group activities supply the opportunity for you to demonstrate your learning and put it into practice, and allow me the opportunity to ensure that you are grasping the relevant concepts. If there is a medical issue or family emergency please let me know.

More than 3 unexcused absences in a semester will be reported to the Dean of Students per University policy.

LATE ASSIGNMENTS
I reserve the right not to accept late work. All work must be submitted by the due date. Late assignments will receive a 10% deduction per day. Official documentation is required for deadline extensions.

COLLEGE POLICIES
Credit Hour Policy
This is a *4-unit course. It is expected that students in this class will be devoting at least twelve(12) hours a week (including in-class time) on average.*

Academic Ethics (From the Student Handbook)
Academic misconduct occurs when a student misrepresents others' work as her/his own or otherwise behaves so as to unfairly advantage her/himself or another student academically. Examples of misconduct include cheating and plagiarism and failure to report suspected academic misconduct. If misconduct occurs to any extent in connection with any academic work, it will be subject to disciplinary action.

Cheating Defined
Cheating occurs when a student attempts to complete or take credit for work by any dishonest means or assists another in doing so. Some examples of cheating include, but are not limited to, lying to obtain an academic advantage; copying from another's exam or assignment or collaborating on an exam or assignment, unless specifically allowed by the instructor; submitting the same work in more than one course without instructor permission; falsifying data collected in research or laboratory courses; taking or receiving copies of an exam without the permission of the instructor; and using notes or other information devices inappropriate to the test conditions.

Plagiarism Defined
Plagiarism occurs when the ideas, organization, or language of another are incorporated into one's work without properly crediting the original source with a citation or other disclosure. It includes re-writing or re-formatting material without acknowledging the original source of the ideas. Even if the language and organization are in the student's own words, any ideas or information that are not common knowledge must be acknowledged in a reference.
Students are responsible for knowing and using the correct procedures for acknowledging and identifying sources of borrowed material. Failure to properly credit sources in all or part of work presented in draft or final form to anyone is plagiarism, regardless of whether it occurs as a result of dishonest intent or carelessness and regardless of the course credit attached to it. As a student scholar, if you:

- Quote directly from a source: you must enclose the quoted material, even if it is no more than a phrase or a single distinctive word (such as a neologism), within quotation marks, and provide a reference.
- Paraphrase, i.e., restate the material in your own words: (a) the paraphrasing must represent a substantial change from the original, not just the changing of occasional words and phrases, and (b) you must provide a reference.
- Present material that is common knowledge, but borrow someone else's organizational pattern: you must acknowledge that borrowing in a reference.

https://www.oxy.edu/student-handbook/academic-ethics/academic-ethics

COLLEGE RESOURCES

Title IX statement

It is important for you to know that all faculty members are mandated reporters of any incidents of sexual misconduct. That means that I cannot keep information about sexual misconduct confidential if you share that information with me. Marianne Frapwell, the Survivor Advocate, can advise you confidentially as can counselors at Emmons Wellness Center and Rev. Susan Young, Director of the Office of Religious & Spiritual Life. You can also contact counselors at the 24/7 Hotline 323-341-4141. Marianne can also help you access other resources on campus and in the local community. You can reach Marianne at 323-259-1359 or survivoradvocate@oxy.edu and her office is in Stewart-Cleland Hall Lower Lounge.

The sexual misconduct policy, along with additional resources, can be found at: http://www.oxy.edu/sexual-respect-title-ix/policies-procedures.

Special Accommodations/Learning Differences

Students with documented disabilities and learning differences who are registered with Disability Services are required to present their accommodation letter to the instructor at the beginning of each semester or as soon as possible thereafter. Any student who has, or thinks they may have, a physical, learning, or psychological disability may contact Disability Services at (323) 259-2969 to learn about available services and support. More information is available at http://www.oxy.edu/disability-services.

Accommodations for Reasons of Faith and Conscience

Consistent with Occidental College's commitment to creating an academic community that is respectful of and welcoming to persons of differing backgrounds, we believe that students should be excused from class for reasons of faith and conscience without academic consequence. While it is not feasible to schedule coursework around all days of conviction for a class as a whole, faculty will honor requests from individual students to reschedule coursework, to be absent from classes that conflict with the identified days. Information about this process is available on the ORSL website: https://www.oxy.edu/office-religious-spiritual-life

Writing Center

Who We Are

We collaborate with students in one-to-one writing sessions to help them learn strategies to improve their writing. During our session, we will offer suggestions and pose questions that aim to provoke analysis of a student's own ideas, help them produce strong responses to course assignments, and assist a student's overall growth as a writer. We welcome students at any stage of the writing process, from generating ideas to final revision, and at any point in a student's academic career, from first semester through senior comprehensive projects or preparation for graduate school and fellowship applications.

What We Do

- Help unpack or figure out assignment prompts.
- Brainstorm ideas for writing assignments or tasks.
- Help organize or clarify ideas.
- Talk through and help strengthen a topic, a thesis, or an argument.
- Determine if claims or points need further development.
- Teach how to cite sources and correct documentation.
- Provide instruction in usage, grammar, and punctuation.
- Work with students on all types or genres of texts, including:
    - Research papers
    - Argumentative and expository essays
    - Lab reports
    - Materials for presentations
    - Personal/Fellowship statements

https://www.oxy.edu/writing-center

COURSE SCHEDULE

WEEK	Topic	Reading	Assignment
WEEK 1			
Wednesday, January 22, 2020	Introductions & What is public health?	Ch. 1	
Friday, January 24, 2020	Controversy in Public Health; Role of Government	Ch. 2,3	
WEEK 2			
Monday, January 27, 2020	Biostatistics I: Making sense of Uncertainty	Ch. 7	
Wednesday, January 29, 2020	Biostatistics II: Data in Public Health	Ch. 8	PHN
Friday, January 31, 2020	Intro to Social Marketing & Health Communication		Personal Essay Due
WEEK 3			
Monday, February 3, 2020	Epidemiology I: Intro to Epi and Determinants of Disease	Ch. 4	
Wednesday, February 5, 2020	Epidemiology II: Measures and Risk factors	Ch. 5	PHN
Friday, February 7, 2020	Healthy People 2020 Evidence-based Prevention & Interventions- Intro to Social Marketing		
WEEK 4			
Monday, February 10, 2020	Epidemiology III: Study design Evidence and Causation vs. Correlation – Case Example	Ch. 5	
Wednesday, February 12, 2020	Epidemiology IV: Limits & Challenges in Collecting Evidence	Ch. 6	PHN
Friday, February 14, 2020	Library Workshop - Accessing public health data and information *Andrew LaFave*		
WEEK 5			
Monday, February 17, 2020	History of Public Health	Ch. 9, 10	
Wednesday, February 19, 2020	Biomedical Basis of Public Health	Ch. 11, 12	PHN
Friday, February 21, 2020	Social Determinants of Health I – Do People Choose Their Own Health?	Ch. 13	Literature Review Due
WEEK 6			
Monday, February 24, 2020	Risk Factors, Prevention and Intervention Health Problem Analysis – Tobacco and Diet	Ch. 15, 16	
Wednesday, February 26, 2020	Social Determinants of Health II – Place Matters	Ch. 20	PHN
Friday, February 28, 2020	Social Marketing – Health Communication & Campaign Plan		PHN
WEEK 7			
Monday, March 2, 2020	Campaign Plan - Peer Review & Feedback		Presentation of Draft Campaign Plan Peer Review Sheet
Wednesday, March 4, 2020	Campaign Plan - Peer Review & Feedback / Review for Midterm		Presentation of Draft Campaign Plan Peer Review Sheet
Friday, March 6, 2020	MIDTERM EXAM		
SPRING BREAK			
March 9 -13, 2020			
WEEK 8			
Monday, March 16, 2020	Psychosocial Factors and Health – Models of Health Behavior	Ch. 14	
Wednesday, March 18, 2020	Maternal & Child Health	Ch. 18	PHN
Friday, March 20, 2020	Campaign – Pretesting of Materials		
WEEK 9			
Monday, March 23, 2020	Medical Care and Public health	Ch. 26	
Wednesday, March 25, 2020	Health Care Reform; Health Services Research	Ch. 27, 28	PHN
Friday, March 27, 2020	Debate 1 – Should there be a tax on junk food?		
WEEK 10			

Monday, March 30, 2020	The Vaccine Debate		
Wednesday, April 1, 2020	Vaccine Safety and Public Health		PHN
Friday, April 3, 2020	Debate 2 – Should vaccines be mandated? Elimination of personal belief exemptions		
WEEK 11			
Monday, April 6, 2020	Gun Violence at a Public Health Issue	Ch. 17	
Wednesday, April 8, 2020	Mental Health	Ch. 19 Reading	PHN
Friday, April 10, 2020	Debate 3 – Should we return mental hospitals to treat the severely mentally ill?		
WEEK 12			
Monday, April 13, 2020	Environmental Health, Climate Change & Health Equity	Readings	
Wednesday, April 15, 2020	Clean Air and Water	Ch. 21, 22	PHN
Friday, April 17, 2020	Social Marketing Campaign – Workshop and Feedback		PHN
WEEK 13			
Monday, April 20, 2020	Final Presentations		
Wednesday, April 22, 2020	Final Presentations		
Friday, April 24, 2020	Final Presentations		
WEEK 14			
Monday, April 27, 2020	The Future of Public Health		PHN