

University of Florida
College of Public Health & Health Professions Syllabus
PHC 4101: Public Health Concepts (3 credits)
Fall 2019

Delivery Format: Online
Course: elearning.ufl.edu

Instructor Name: Jerne Shapiro, MPH
Department of Epidemiology
College of Public Health & Health Professions, College of Medicine
Email Address: shapiroj@ufl.edu
Office Location: 2004 Mowry Road / CTRB, Rm 4260
Office Hours: Please see the course website

Teaching Assistant(s): Please see the course website
Email: UF account or through course website
Office Location: Please see the course website
Office Hours: Please see the course website

Preferred Course Communications: Preferred Course Communications: You have email on the course site under the "Inbox" tool. This is the preferred method of communication, and this is how I will contact you if necessary. You can adjust the settings to have all course mail forwarded to your regular UF email account so that you don't miss anything or forget to check. If you have questions please contact me using this email option. If you are having problems and cannot use the course Inbox option, you may email me directly.

PREREQUISITES

Junior class status and one statistics course, or permission of the instructor

PURPOSE AND OUTCOME

Course Overview

This is a 3-credit course that will be conducted online. This is an upper-level course intended to introduce undergraduate students in a variety of disciplines to the basic tenets and applications of public health, including integrating public health with other health professions. This course explores the Nation's health challenges, the scientific basis of the public's health in the United States, and current strategies for advancing the public's health.

The student will gain knowledge through lectures, readings, homework, and individual assignments.

Relation to Bachelor Program Outcomes

1. Articulate the goal of public health and its integration with other fields
2. Discuss the social determinants of health and how they are related to health disparities
3. Understand and recognize the basic epidemiological concepts
4. Articulate the impact of environmental exposures on public health
5. Recognize the distinction between infectious and chronic diseases and public health's approach to both
6. Identify the different issues related to mental health in the US and globally

7. Understand the Ten Great Public Health Achievements in the United States
8. Recognize the existing health disparities in the United States

Course Objectives and Goals

1. List and summarize the core functions of public health
2. List the three levels of prevention and match examples of prevention efforts to the correct level of prevention
3. Give examples of health problems and health hazards in the community using an ecological framework
4. Explain the common social determinates of health
5. Define health disparities and identify know health disparities in the US and globally
6. Identify appropriate methods for assessing the determinants of health
 - a. Select the correct basic measure used in population science (rate, prevalence, incidence, etc.)
 - b. List and describe quantitative study designs (ecological, cross-sectional, cohort, case-control, randomized trial)
 - c. Give examples of the use of big data in public health research
7. Examine the important role of the social and behavioral sciences in public health
8. Explain how mass media can impact our perception of health via the use of Twitter
9. Recognize the impact of the environment on public health
10. Summarize the current concerns in the US Health Care System and the role Health Policy plays
11. Identify global health issues and how they connected to public health issues in the United States
12. Recognize the importance of Maternal and Child Health and extrapolate the larger consequences that result from this topic
13. Identify examples of Public Health's role in Emergency Preparedness and Response

Instructional Methods

- 1) Lectures: are for general orientation. Students are responsible for all the material presented in the course and assigned readings. Lectures do have closed captioning available.
- 2) Readings and Resources. In addition to the required text, supplementary readings and resources will be posted in the course. The reading and resource list may be supplemented during the course.
- 3) Assessments: A variety of assessments will be used in this course, including but not limited to discussions, assignments, homework, and quizzes.

What is expected of you?

You are expected to actively engage in the course throughout the semester. Your participation fosters a rich course experience for you and your peers that facilitates overall mastery of the course objectives.

For every 1 credit hour in which you enroll in an undergraduate course, you will spend approximately two to three hours outside of class studying. Therefore, you should expect to spend three hours "in class" per week and six to nine hours of studying per week (this time should be more than doubled for Summer A and B courses).

Course Materials and Technology

- Required Text:
Introduction to Public Health, 5th edition, 2017
Mary-Jane Schneider.
Jones & Bartlett Publishers
ISBN: 9781284089233
- Additional readings may be provided in the Weekly Modules as identified by the Instructor

DESCRIPTION OF COURSE CONTENT

Dates	Module Number and Theme	Activities, Assignments, and Assessments	Readings and Resources
Aug 20- Sep 3	1. Intro to Course, History of PH and PH Structure	<p>Lessons: 1) History of PH 2) PH Structure in the US 3) PH Data</p> <p>Homework:</p> <p>1) Introduce yourself Due 8/23</p> <p>2) What I know today Due 8/27</p> <p>Assignments:</p> <p>10 Greatest PH Achievements Due 8/30</p> <p>Quiz: 1, Opens Tuesday, Sept 3 at 8:01 am- Closes Wednesday, Sept 4 at 8:01 am</p>	Readings: Schneider Ch 1, 8
Sept 4- Sept 23	2. Epidemiology	<p>Lessons: 4) Epidemiology and Measurements 5) Study Design 6) Causal Inference</p> <p>Homework:</p> <p>3) Epi- Prevalence and Incidence Due 9/11</p> <p>4) Epi- Assessing Risk Factors Due 9/17</p> <p>Quiz: 2, Opens Monday, Sept 23 at 8:01 am- Closes Tuesday, Sept 24 at 8:01 am</p>	Readings: Schneider Ch 4, 5, 6
Sept 24- Oct 14	3. Social and Behavioral Health	<p>Lessons: 7) Social and Behavioral Sciences 8) Qualitative Research Methods 9) Health Disparities</p> <p>Homework:</p> <p>5) SBS- Ecological Model Due 9/30</p> <p>6) SBS – Health Disparities Due 10/8</p> <p>Assignment:</p>	Readings: Schneider Ch 13, 14

		<p>Twitter Project- Part 1 is due on 9/25 and 2 due on 10/11. Follow PH related Twitter accounts for ~14 consecutive days.</p> <p>Quiz: 3, Opens Monday, Oct 14 at 8:01 am- Closes Tuesday, Oct 15 at 8:01 am</p>	
Oct 15-30	4. Environmental Health	<p>Lessons: 10) Environmental Health Basics 11) Infectious Diseases and 12) Global Environmental Health</p> <p>Homework: 7) Outbreak exercise Due 10/24</p> <p>Quiz: 4, Opens Wednesday, Oct 30 at 8:01 am- Closes on Thursday, Oct 31 at 8:01 am</p>	<p>Readings: Schneider Ch. 20, pg 388-395, and 25</p>
Oct 31- Nov 15	5. Health Policy and Management	<p>Lessons: 13) US Health Care 14) Health Policy and Health Research Services and 15) Public Health Law 16) Local Tobacco Policy 17) State Opioid Policy in Florida</p> <p>Assignment: Personal Care Product Project Due 11/7</p> <p>Quiz: 5, Opens Friday, Nov 15 at 8:01am- Closes Saturday, Nov 16 at 8:01am</p>	<p>Readings: Schneider Ch. 26, 27, 28</p>
Nov 16- Dec 5	6. Global Health, One Health, and Public Health Preparedness	<p>Lessons: 18) A Brief History of Global Health 19) Maternal and Child Health and 20) Global Health Case Study 21) One Health 22) Public Health Preparedness</p> <p>Homework: 8) "Don't Panic" Due Nov 22</p> <p>Assignment: Happiness and Health Due 12/2</p> <p>Quiz: 6, Opens Wednesday, Dec 4 at 8:01 am- Closes Thursday, Dec 5 at 8:01 am</p>	<p>Readings: Schneider Ch. 18, 30. Article: Towards a Common Definition of Global Health</p>

Technology

Required Equipment: Computer with high-speed internet access and use of a supported browser. Please refer to the student computing requirements listed at <http://studentlife.online.mph.ufl.edu/e-learning/e-learning-in-canvas-technical-requirements/> for additional information. This course is delivered entirely online using the University of Florida's e-Learning in Canvas Course Management System at <http://elearning.ufl.edu/>. To access this course, you will use your Gatorlink ID and password to login to the course (via Canvas).

When to Post to the Support Discussions:

<http://studentlife.online.mph.ufl.edu/when-to/when-to-post-to-a-support-discussions/>

When to Contact the UF Computing Help Desk:

<http://studentlife.online.mph.ufl.edu/when-to/when-to-contact-the-uf-computing-helpdesk/>

For technical support for this class related specifically to Canvas, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

Technical Skills Needed for the Course

1. UF Canvas account
2. Twitter account
3. Use email with attachments
4. Creating and submitting files in commonly used word processing program formats
5. Copying, pasting, print screen, and snipping tool
6. Downloading and installing software
7. Using presentation and graphics programs

When to Send an E-Mail to the Instructor vs my assigned Teaching Assistant (TA):

Contacting your TA: Each class section has an assigned TA. The TA is responsible for grading assignments, answers course material question, answers assignment questions and will provide clarification to the students when needed. They hold office hours each week for you to meet in person or they can be reached via email on the class website.

Contacting the course Instructor, Jerne Shapiro, when you have: a scheduling conflict, suspect a grading error, family emergency, technical issue or are behind in the course.

<http://studentlife.online.mph.ufl.edu/when-to/when-to-send-e-mail-to-the-instructor/>

Please keep the following things in mind when emailing the Instructor or your TA.

1. **Be Formal-** Use a proper salutation when emailing and finishing with a "Thank you" is always appreciated. This is true for other professors and/or employers.
2. Use a **subject line**, please don't leave it blank.
3. **Specify** who you are by first and last name, and specify which class you are taking before diving into the specifics. I often teach multiple classes per semester and usually have hundreds of students to serve. **State your name, the class you are taking and the course section** (I might teach three sections of your course and will need to know which one you attend).
4. **Be thorough-** Any time you send a message, you should have two things in mind: goal and audience. Your audience here is me, your professor. Your goal could be any number of things,

from clarifying the reading assignment to asking for an extension. Whatever your goal maybe, you'll want to anticipate any questions I may have and incorporate the information into your message.

5. **Be kind-** Professors are people, too. We have friends, families, hobbies and favorite foods. So, when you email a professor, remember that you are not writing to an entity, a building or a computer — you are communicating with a real person. Be kind, be thankful and don't come across as demanding.
6. **Allow time-** If you need advice or clarification on an assignment, avoid emailing the night before it is due. You might not get a timely reply.
7. **Proofread-** The final step, proofreading ensures that you come across as professional and caring. An email full of errors and faulty sentence structure may distract from your message.

ACADEMIC REQUIREMENTS AND GRADING

Grading

Requirement	Due date	Points or % of final grade (% must sum to 100%)
Class Activities x 4 Ten Great Public Health Achievements Twitter Project (part 1 & part 2) Personal Care Project Happiness and Health	8/30 9/25 and 10/11 11/7 12/2	Total: 30% 7.5% each
Homework 1- Introduce yourself 2- What I know today 3- Epi- Prevalence and Incidence 4-Epi- Assessing Risk Factors 5-SBS- Ecological Model 6-SBS – Health Disparities 7-Env- Outbreak Assignment 8- “Don't Panic”	8/23 (noon and midnight) 8/27 9/11 9/17 9/30 10/8 10/24 11/22	Total: 28% 3.5% each
Quizzes x 6	Quiz: 1- Sep 3 (Tues) 2- Sept 23 (Mon) 3- Oct 14 (Mon) 4- Oct 30 (Wed) 5- Nov 15 (Fri) 6- Dec 4 (Wed)	Total: 42% 7% each

Point system used (i.e., how do course points translate into letter grades). This class does not round up final grades.

Points earned	93 - 100	90 - 92	87 - 89	83 - 86	80 - 82	77 - 79	73 - 76	70 - 72	67 - 69	63 - 66	60 - 62	Below 60
Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E

Please be aware that a C- is not an acceptable grade for graduate students. In addition, a grade of C counts toward a graduate degree only if an equal number of credits in courses numbered 5000 or higher have been earned with an A.

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E	WF	I	NG	S-U
Grade Points	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.33	1.0	0.67	0.0	0.0	0.0	0.0	0.0

For greater detail on the meaning of letter grades and university policies related to them, see the Registrar's Grade Policy regulations at:

<http://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Instructor Response Time: I routinely check the course for postings or emails, Monday- Friday. You can anticipate a 24 to 48-hour response from me, Monday – Thursday. If I have not responded within two days please contact me again. Your message is important to me but it may have been overlooked. Assignments and Homework should be returned within one week and quizzes within 3-4 days.

Policy Related to Make up Exams or Other Work:

Requirements: Students are responsible for all course material, including reading all required materials prior to each lecture. The course is conducted in eLearning and all assignments, course lectures, discussions, emails, and exams will be delivered in this medium. Students are **required** to print a copy of the syllabus from the syllabus tool in the course. You must take a syllabus quiz and score 100%. See the "Getting Started" section above. Students should also read their e-mail and announcements in the course several times a week. Please note that announcements and emails sent out from the course site will go to your UFL email address (versus your Google, Yahoo, etc.), please check this mail at <http://webmail.ufl.edu> regularly also. Students should also reference the calendar in the course to keep up with weekly deadlines.

Make-Ups: If you are unable to meet a deadline in this course for an approved reason and have given prior notification to the instructor when possible, you will be given adequate time to make up any coursework missed. All other missed or late work will receive a grade of zero. Make-up exams will be provided only in cases of excused absences or conflict during final exams per University policy and **MUST** be discussed with the instructor in advance. Make-up quizzes will differ from the regularly scheduled quizzes.

Readings and Discussions: Students should read the assigned readings prior to viewing course lectures and be prepared to discuss the material on course discussion boards when required.

Please note: Any requests for make-ups due to technical issues **MUST** be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You **MUST** e-mail me within 24 hours of the technical difficulty if you wish to request a make-up.

Quiz Policy

This course will be using HonorLock, a proctoring service for graded exams. HonorLock ensures exam integrity and enables administration of remote online exams. All quiz sessions will be reviewed as part of your final grade. Instances of cheating or inappropriate behavior will be considered violations of the Student Honor Code and will result in disciplinary action and a zero on the quiz.

Taking Quizzes

Again, no pre-scheduling is required. You can take your quiz at any time during the 24-hour window it is open in Canvas. However, as mentioned before, I caution you not to wait until the last minute, because you will run the extreme risk of having the quiz close out automatically before you have had your full number of allowed minutes. The quiz will close out at the time set in Canvas regardless of how many minutes you have left to take the quiz, and you will not be able to finish.

- Please plan on extra time to complete your quiz to accommodate connection time and any technical issues that arise.
- No human proctor will appear. You will take your quiz with your camera recording the entire session.
- Once you finish and submit your quiz, you will log out, and the quiz session will be audited at HonorLock.

Keep the following in mind:

1. You must use Google Chrome browser with HonorLock
2. When it is available open your quiz in Canvas.
3. Click "Get Started" and "Install Extension".
4. Click "Add extension" and then "Take the Quiz".
5. Click "Launch Proctoring" and "Allow" (HonorLock to use your camera).
6. Take the required photo by clicking "Take Photo" and click "Accept" if there is a clear image of you on screen. Otherwise "Redo".
7. Take the required photo of your picture ID.
8. "Begin the Room Scan" by clicking and then scan the room with your camera. Click "I'm done once complete."
9. Take the quiz as normal.
10. Finish the quiz, and HonorLock will automatically save and close as well.

Quiz and Exam Rules

Rules related to quizzes.

- Quizzes will be administered as described in the course schedule.
- Quizzes are closed book, closed notes unless otherwise documented.
- You will *not* need paper, calculator or pencil.

- Quizzes may be taken at a student's home. Students must plan to take their quizzes in an environment where other people are not in the room during the quiz.
 - You are required to pan your camera around the room and your desk and clear it of anything not allowed in the quiz.

HonorLock Set-up

HonorLock is a user-friendly system, but you must follow these guidelines to register and take your exams:

- No pre-scheduling is required. You can take your quiz at any time during the window it is open in Canvas.
 - However, I caution you not to wait until the last minute, because you will run the extreme risk of having the quiz close out automatically before you have had your full number of allowed minutes. The quiz will close out at the time set in Canvas regardless of how many minutes you have left to take the quiz, and you will not be able to finish.
- HonorLock will record and audit your entire quiz session.
- All recorded quiz sessions will be reviewed as part of your final grade.
- Students will need to have **Google Chrome**, a microphone, and a webcam in place during the test-taking period. An inexpensive webcam and microphone should work fine. Students will NOT be allowed to take a quiz without a webcam.
- Students will need to have some administrative rights on the computer they are using for the quiz to enable the proctoring service to function.
- It is recommended that students not use a wireless Internet connection for quizzes. Please consider wire connecting your wireless laptop to your modem for a more reliable Internet signal during the quiz. Inexpensive modem cables are available in most electronic stores and online.

Review the following HonorLock Student Information to obtain an overview of HonorLock:

- [HonorLock Student Proctoring](#)
- [HonorLock Student Guide](#)
- [HonorLock Student Preparation Checklist](#)

Support:

Call HonorLock at 855-828-4004 for 24/7 support assistance. If applicable, other emergency numbers are available in your course site.

Academic Integrity

Instances of cheating or inappropriate behavior will be considered violations of the Student Honor Code and will result in disciplinary action.

- Cheating; includes using unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member. This includes sharing questions and material covered on quizzes.

- Plagiarism; includes the copying of language, structure, ideas, or thoughts of another, and representing them as one's own without proper acknowledgment. If you want to self-check your work, use Turn It In.
- Unauthorized Possession or Disposition of Academic Materials; includes the unauthorized selling, trading, or purchasing of quizzes or other academic work (including homework and activities); stealing another student's work; unauthorized entry to or use of material in a computer file; and using information from or possessing exams that an instructor did not authorize for release to students.
- Falsification; any untruth, either verbal or written, in one's academic work.
- Facilitation; knowingly assisting another to commit an act of academic misconduct.

Policy Related to Required Class Attendance

Attendance Policy: Per the University of Florida, students are responsible for satisfying all academic objectives as defined by the instructor. Acceptable reasons for absence include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official University activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Remember that, when possible (i.e. extracurricular activities, official University activities, and religious holidays), **prior notification** of absence is required if the student plans to be given an extension on assignments. Even though this is an online course, students are expected to log on regularly and participate in the course.

All faculty are bound by the UF policy for excused absences. For information regarding the UF Attendance Policy see the Registrar website for additional details:

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

STUDENT EXPECTATIONS, ROLES, AND OPPORTUNITIES FOR INPUT

Expectations Regarding Course Behavior

Communication Guidelines

Preferred Course Communications: You have email on the course site under the "Inbox" tool. This is the preferred method of communication, and this is how I will contact you if necessary. You can adjust the settings to have all course mail forwarded to your regular email account so that you don't miss anything or forget to check. If you have questions please contact me using this email option. If you are having problems and cannot use the course Inbox option, you may email me directly.

Academic Integrity

Students are expected to act in accordance with the University of Florida policy on academic integrity. 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 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 additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>
<http://gradschool.ufl.edu/students/introduction.html>

Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

Online Faculty Course Evaluation Process

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Policy Related to Guests Attending Class:

Only registered students are permitted to attend class. However, we recognize that students who are caretakers may face occasional unexpected challenges creating attendance barriers. Therefore, by exception, a department chair or his or her designee (e.g., instructors) may grant a student permission to bring a guest(s) for a total of two class sessions per semester. This is two sessions total across all courses. No further extensions will be granted. Please note that guests are **not** permitted to attend either cadaver or wet labs. Students are responsible for course material regardless of attendance. For additional information, please review the Classroom Guests of Students policy in its entirety. Link to full policy: <http://facstaff.php.ufl.edu/services/resourceguide/getstarted.htm>

SUPPORT SERVICES

Accommodations for Students with Disabilities

If you require classroom accommodation because of a disability, it is strongly recommended you register with the Dean of Students Office <http://www.dso.ufl.edu> within the first week of class or as soon as you believe you might be eligible for accommodations. The Dean of Students Office will provide documentation of accommodations to you, which you must then give to me as the instructor of the course to receive accommodations. Please do this as soon as possible after you receive the letter. Students with disabilities should follow this procedure as early as possible in the semester. The College is committed to providing reasonable accommodations to assist students in their coursework.

Counseling and Student Health

Students sometimes experience stress from academic expectations and/or personal and interpersonal issues that may interfere with their academic performance. If you find yourself facing issues that have the potential to or are already negatively affecting your coursework, you are encouraged to talk with an instructor and/or seek help through University resources available to you.

- The Counseling and Wellness Center 352-392-1575 offers a variety of support services such as psychological assessment and intervention and assistance for math and test anxiety. Visit their web site for more information: <http://www.counseling.ufl.edu>. Online and in-person assistance is available.
- You Matter We Care website: <http://www.umatter.ufl.edu/>. If you are feeling overwhelmed or stressed, you can reach out for help through the You Matter We Care website, which is staffed by Dean of Students and Counseling Center personnel.
- The Student Health Care Center at Shands is a satellite clinic of the main Student Health Care Center located on Fletcher Drive on campus. Student Health at Shands offers a variety of clinical services. The clinic is located on the second floor of the Dental Tower in the Health Science Center. For more information, contact the clinic at 392-0627 or check out the web site at: <https://shcc.ufl.edu/>
- Crisis intervention is always available 24/7 from:
Alachua County Crisis Center:
(352) 264-6789
<http://www.alachuacounty.us/DEPTS/CSS/CRISISCENTER/Pages/CrisisCenter.aspx>

Do not wait until you reach a crisis to come in and talk with us. We have helped many students through stressful situations impacting their academic performance. You are not alone so do not be afraid to ask for assistance.

Inclusive Learning Environment

Public health and health professions are based on the belief in human dignity and on respect for the individual. As we share our personal beliefs inside or outside of the classroom, it is always with the understanding that we value and respect diversity of background, experience, and opinion, where every individual feels valued. We believe in, and promote, openness and tolerance of differences in ethnicity and culture, and we respect differing personal, spiritual, religious and political values. We further believe that celebrating such diversity enriches the quality of the educational experiences we provide our students and enhances our own personal and professional relationships. We embrace The University of Florida's Non-Discrimination Policy, which reads, "The University shall actively promote equal opportunity policies and practices conforming to laws against discrimination. The University is committed to non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information and veteran status as protected under the Vietnam Era Veterans' Readjustment Assistance Act." If you have questions or concerns about your rights and responsibilities for an inclusive learning environment, please see your instructor or refer to the Office of Multicultural & Diversity Affairs website: www.multicultural.ufl.edu