

University of Florida
College of Health and Health Professions
PHC 2100 Introduction to Public Health: Public Health in Pop Culture (3 credits)
Fall 2021

Delivery Format: Asynchronous Online
Course Website: UFL E-Learning

Instructor: Sarah L. Collins, MPH
Email Address: sarahcollins@ufl.edu
Room Number: HPNP, room 3189
Office Hours: By appointment

Preferred Course Communications (e.g. email, office phone): Email. Please use the email listed above and NOT the Canvas email tool.

Email Policy: Response within 24 hours to emails received on weekdays (M-F). Emails received during the weekend or after 5pm Friday will be answered on the following Monday.

Purpose and Outcome

Course Overview

This is a 3-credit course that will be conducted online. This course offers an overview of the expanding field of public health for students new to its concepts and actors. This course provides real-world examples of public health within popular culture and how cultural influences dictate decision-making related to health and well-being. Major public health principles will be detailed through current or popular stories and news such as fad diets, anti-vaccine movement, minority health, and substance abuse, among many others.

Course Objectives and/or Goals

Upon successful completion of the course, students will be able to:

1. Define public health and how it contributes to other fields
2. Recognize the social determinants of health when given a scenario or public health dilemma
3. Describe public health principles and essential service and how Public Health interacts with popular culture given examples of current public health issues
4. Discern how popular culture plays a role in policy and application of public health given the social ecological model
5. Critically evaluate common health issues and risk behaviors at different levels of the social ecological model
6. Characterize how popular culture can both help and hinder public health initiatives and interventions. Acknowledge the value of Public Health goals, initiatives and interventions in local, national, and global settings.

Required Texts:

There is no required textbook for this course. All readings will be given through the eLearning course site.

Additional Required Readings:

Posted within each module on the course website.

Instructional Methods

1. Lectures: are for general orientation. Students are responsible for all the material presented in the course and assigned readings.
2. Readings and Resources: In addition to the lectures, 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 reflective journals, assignments, quizzes, and projects.

What is expected of you?

You are expected to actively engage in the course throughout the semester. As we do not meet weekly, it is the sole responsibility of the student in online courses to keep up with course requirements. Your participation fosters a rich course experience for you and your peers that facilitate overall mastery of the course objectives. Modules are scheduled to open up on Saturdays at 12AM.

To unlock course content, you must take a quiz on the syllabus and course procedures which can be found under the “Start Here” link in eLearning. While you receive no formal grade for this quiz, you must pass the quiz with 100% correct answers in order to unlock the course materials. After this, you will be able to access the course modules during their assigned week. Weeks “officially” start/open up at 12 AM on each Saturday (other than week one due to classes starting on a Monday).

Course Materials and Technology

This course will be delivered via Canvas. As such, class announcements will be sent via the announcements tool in Canvas. Depending on your Canvas notification settings, you may or may not be notified via email; you are responsible for all information in these announcements, whether or not you see them in your email.

For **technical support for the course Canvas site, activities, and assessments**, please contact the online course coordinator:

Lior Flum, Instructional Designer
Room Number: HPNP 4135
Phone: (352) 273-6760
Email: lflum@php.ufl.edu
Office Hours: Monday – Friday, 9:00 AM to 5:00 PM EST

For other technical difficulties, please contact Academic Technology:

Email: learning-support@ufl.edu
Phone: (352) 392-HELP – select option 2
Web: <https://lss.at.ufl.edu/help.shtml>

Academic Requirements and Grading

Assignments:

Syllabus Quiz (ungraded): In order to open course content, you must successfully pass a syllabus quiz in Canvas. NOTE: While this quiz is ungraded, you must receive a 100% to unlock course materials. You will NOT be able to access course materials without passing this quiz.

Video Reflection Journal (8 points each, 24 points total toward final grade): You will complete three video reflection journals. Based on the prompt provided in the course site you will reflect on:

1. Your preconceptions and what Public Health means to you. (Initial Weeks of course.)
2. How have the recent events in 2020 and 2021 (e.g., COVID-19 pandemic, Black Lives Matter Movement, etc.) shaped your views of public health? (Approximately at mid-term)
3. Your assessment of the value of the essential services of Public Health as a means for addressing major issues that impact individuals and communities. (Final weeks of course)

Discussion Participation (16 points toward total final grade): During certain weeks where there is no journal or quiz, students will participate in a Discussion board with prompts indicated in the Canvas site. This is your opportunity to share your perspective (on the prompt) with other students. It is important that we engage in productive, fruitful discussion so that we may better understand the similarities and differences with those around us. Discussion activity weeks and their associated point values can be found below:

1. Discussion 1 – Week 00 (1 point)
2. Discussion 2 – Week 3 (5 points)
3. Discussion 3 – Week 8 (5 points)
4. Discussion 4 – Week 9 (5 points)

Quizzes (10 points each, 30 points total toward final grade): There will be three quizzes covering course lectures and readings. Questions will generally be multiple-choice in format, but might also include true/false, matching, short answer, and other similar formats. Quizzes are closed lecture, closed note and will use Honorlock. Each quiz has a time limit of 30 minutes.

Final Project Presentation (30 points toward final grade): Students will be randomly assigned to groups of 3-4 people and are expected to collaborate on this assignment. The final product will be a group submission (i.e., one submission per group). You will develop a narrated presentation (e.g., narrated PowerPoint or video recording) that compares and contrasts a public health related issue that we've discussed, now versus at least a year ago (you can go back as far as you'd like, but it must be a comparison of difference between at least one year's time) and characterizes how popular culture influences public health. You will introduce the issue and describe whether Public Health is driving the conversation or whether popular culture is driving the conversation. You will include a discussion of what major grass-roots movements and/or national/international campaigns have occurred that have altered how we view your chosen issue (e.g., the #MeToo campaign) and describe how the public health related issue was before and after the campaign/intervention, including whether national policy has been affected. You will then describe the potential health

impact from different levels within the social ecological model. Finally, you will conclude by characterizing how popular culture has either helped or hindered Public Health interventions and initiatives for the issue. Presentations are expected to be about 15 minutes long and all group members are expected to make notable contributions to the final product. This assignment will also include a Peer Evaluation. This will account for 5 of the 30 points of the Final Project Presentation and will be a separate submission on Canvas.

Grading

Requirement	Due date	Points or % of final grade
Syllabus Quiz	Due to unlock content	Ungraded
Discussion 1	Aug 27 th 11:59pm EST	1
Video Reflection 1	Sept 3 rd 11:59pm EST	8
Discussion 2	Sept 17 th 11:59pm EST	5
Quiz 1	Oct 1 st 11:59pm EST	10
Video Reflection 2	Oct 15 th 11:59pm EST	8
Discussion 3	Oct 22 nd 11:59pm EST	5
Discussion 4	Oct 29 th 11:59pm EST	5
Quiz 2	Nov 5 th 11:59pm EST	10
Video Reflection 3	Nov 19 th 11:59pm EST	8
Final Project Presentation	Dec 3 rd 11:59pm EST	25
Final Project Peer Evaluation	Dec 3 rd 11:59pm EST	5
Quiz 3	Dec 8 th 11:59pm EST (WEDNESDAY DEADLINE)	10
TOTAL POINTS		100

Grading Scale: The final grade will be computed based on the following:

Percentage	93-100	90-92.99	87-89.99	83-86.99	80-82.99	77-79.99	73-76.99	70-72.99	67-69.99	63-66.99	60-62.00	Below 60
Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E

NOTE: Percentages are **not** rounded up at the end of the semester, and grades are not curved.

Please be aware that a C- is not an acceptable grade for graduate students. 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. In addition, the Bachelor of Health Science Program and Bachelor of Public Health Program do not use C- grades.

Letter Grade	A	A-	B+	B	B-	C+	C	D+	D	D-	E	WF	I	NG	S-U
GradePoints	4.0	3.67	3.33	3.0	2.67	2.33	2.0	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>

Policy Related to Plagiarism

Plagiarism, as defined in the UF Student Honor Code (<https://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>), will not be tolerated. Plagiarism detection software (e.g., TurnItIn) and other resources may be used to detect plagiarism. Assignments where the instructor deems that plagiarism has occurred may receive a zero grade, and may be reported to the Dean of Students office as a Student Honor Code violation. The APA publication manual provides guidelines on avoiding plagiarism; for more details you can also reference the Purdue Online Writing Lab website (https://owl.purdue.edu/owl/purdue_owl.html).

Policy Related to Late Work and Makeup Quizzes

For assignments, late submissions are not encouraged. Late submissions will be accepted for up to 3 days, but with the following penalty schedule:

With regard to missing or incomplete assignments (NOT Quizzes), the following policies apply:

- The instructor will not contact you about missing or incomplete assignments. It is your responsibility to check that the correct assignment has been submitted to e-learning on time.
- It may be possible to avoid a late penalty IF YOU CONTACT THE INSTRUCTOR AT LEAST 24 HOURS IN ADVANCE. You should email your instructor and explain what issue (e.g., bereavement, illness) necessitates lateness. In some cases, documentation may be requested. If a lateness allowance is agreed to, this applies to a single assignment only. It does not allow you to delay future assignments.
- If your assignment is late, you will lose 25% each day. Thus, if an assignment is worth 12 points, you will lose 3 points for each late day. "Late" begins one minute after the due time (e.g., an assignment due at 8:34 am is considered late at 8:35 am). Penalties are as follows:

Item	Late category	Penalty
1	1 minute to 24 hours late	25% of maximum deducted from achieved grade
2	1 day + 1 minute late to 48 hours late	50% of maximum deducted from achieved grade
3	2 days + 1 minute late to 72 hours late	75% of maximum deducted from achieved grade
4	3 days + 1 minute late to 96 hours late	100% of maximum deducted from achieved grade

NOTE: **UPLOADING THE WRONG DOCUMENT IS SAME-AS-LATE**, even if you have documentation that you completed the document on time. **It is your responsibility to verify that you have uploaded the correct document.** (You should open or download your uploaded assignments and double- or triple-check that you have uploaded the right one).

- There will be no exceptions to this policy.

- If you have uploaded the wrong document, and e-learning does not allow you to correct this, you should IMMEDIATELY send the correct document to the instructor via email.
- If you cannot upload a document due to technical problems (e.g., if e-learning is down), you may e-mail your assignment to the instructor. The timestamp on your e-mail will serve as the time submitting. In such cases, please upload your assignment to e-learning as well, once the technical issue is resolved.

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.

Make-up quizzes 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 exams will differ from the regularly scheduled exam. University policies states acceptable reasons for absence include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, and 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.

Please note 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>

Policy Related to Extra Credit

Occasionally, there may be opportunities to complete additional assignments or answer additional questions for bonus points. These extra credit items will be optional.

For student evaluations of teaching, all members of the class will be awarded one (1) bonus point if at least 80% of the enrolled class completes evaluations, and two (2) bonus points if 100% of the enrolled class completes evaluations.

Student Expectations, Roles, and Opportunities for Input

Expectations Regarding Course Behavior

You must take a syllabus quiz and score a 100%. See the “Getting Started” section above.

Students should also read your 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.

Communication Guidelines

Please post questions related to the course material on the course discussion board (see board entitled “Seek Clarification on Syllabus, Curriculum, or Instruction”) so that all students may benefit from the answers provided.

For other matters, please email the instructor directly (email address above) rather than using the messaging tool in Canvas.

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 professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-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>

Policy Related to Recording:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

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.
- **U 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>
- **University Police Department:** [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room / Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

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 inclusive learning environment, please see your instructor or refer to the Office of Multicultural & Diversity Affairs website: www.multicultural.ufl.edu

Description of Course Content

Course schedule:

A “week” in this course is defined as 12:00 AM EDT on a Saturday through 11:59 PM EDT on the following Friday. Assignments included as a part of a module are typically due by the end of the course “week” (i.e., 11:59 PM EDT on the following Friday) unless otherwise noted.

Topical Outline/Course Schedule

Week	Topics and Cross-cutting Issues	Assignments Due
Week 00 Aug 23 – Aug 27	Course Introduction	Syllabus Quiz Discussion 1 due: Aug 27 11:59pm EST
Week 1 Aug 28 – Sept 3	Introduction to Public Health Definitions, what is public health, different concentration within public health, what role does popular culture play	Reflection 1 due: Sept 3 11:59pm EST
Week 2 Sept 4 – Sept 10	Information Literacy How important is it where people get their health information? What is a reliable source versus unreliable? How are people expected to know the difference?	
Week 3 Sept 11 – Sept 17	Social Media & Public Health How does technology influence health? Are social media platforms more harm than good?	Discussion 2 due: Sept 17 11:59pm EST
Week 4 Sept 18 – Sept 24	Anti-Vaccine Movement Review Andrew Wakefield article, describe the role celebrities have had on vaccination rates	

<p>Week 5</p> <p>Sept 25 – Oct 1</p>	<p>Obesity & Fad Diets</p> <p>What is a healthy diet? Are fad diets (paleo, keto, South Beach, Atkins, etc.) effective? Are they harmful?</p>	<p>Quiz 1 due (weeks 1 – 4 materials): Oct 1 11:59pm EST</p>
<p>Week 6</p> <p>Oct 2 – Oct 8</p>	<p>Gender & Sexuality</p> <p>Review popular media (Transparent, Handmaid’s Tale, Becoming Jazz) that has affected the way people perceive LGBTQ+ issues as well as gender empowerment.</p>	
<p>Week 7</p> <p>Oct 9 – Oct 15</p>	<p>HIV/AIDS</p> <p>Have celebrities improved the stigma associated with HIV/AIDS? Has popular culture done an effective job (if any) at preventing the spread of HIV/AIDS?</p>	<p>Reflection 2 due: Oct 15 11:59pm EST</p>
<p>Week 8</p> <p>Oct 16 – Oct 22</p>	<p>COVID-19</p> <p>Discuss the global impact of COVID-19 and describe how the media has amplified or downplayed public health messaging and interventions (e.g. wearing masks).</p>	<p>Discussion 3 due: October 22 11:59pm EST</p>
<p>Week 9</p> <p>Oct 23 – Oct 29</p>	<p>Minority Health</p> <p>How have movements, like the Black Lives Matter movement, been portrayed in media/news? Has pop culture affected the way people perceive minority health issues?</p>	<p>Discussion 4 due: Oct 29 11:59pm EST</p>
<p>Week 10</p> <p>Oct 30 – Nov 5</p>	<p>Access to Care</p> <p>Describe popular celebrity figures (such as Jimmy Kimmel) that have influenced how we perceive access to health care. Is it a basic human right?</p>	<p>Quiz 2 due (weeks 5 – 9 materials): Nov 5 11:59pm EST</p>
<p>Week 11</p> <p>Nov 6 – Nov 12</p>	<p>Opioid Epidemic & Substance Abuse</p> <p>Have celebrity deaths (Prince, Celebrity Rehab) brought more attention to substance abuse? Has it made it more acceptable or relatable?</p>	
<p>Week 12</p> <p>Nov 13 – Nov 19</p>	<p>Bullying & Suicide</p> <p>At what point should people be held accountable for what they say to others anonymously or otherwise on the Internet</p>	<p>Reflection 3 due: Nov 19 11:59pm EST</p>

	(i.e. swatting, cyber-bullying)? How has popular culture addressed suicide?	
Week 13 Nov 20 – Nov 26	Thanksgiving	
Week 14 Nov 27 – Dec 3	Climate Change & Migration Health What impact has climate change on health? Has peoples' and/or governments' perceptions of immigrants, refugees, and migrants affected their ability to receive adequate health care in the US or other developed countries?	Final Project Presentation due: Dec 3 11:59pm EST Final Project Peer Evaluations due: Dec 3 11:59pm EST
Week 15 Dec 4 – Dec 8		Quiz 3 due (weeks 10 – 14 materials): Dec 8 11:59pm EST

Caveat: The above schedule and procedures in this course are subject to change in the event of extenuating circumstances. Any changes will be announced in class and via Canvas, and students are personally responsible for obtaining updated information regarding these changes.