

University of Florida
College of Public Health & Health Professions Syllabus
PHC2100 Introduction to Public Health: Public Health in Pop Culture (3 credit hours)
Fall 2022
Delivery Format: Asynchronous Online
UFL e-Learning Canvas Site

Instructor Name: Meredith Nappy, MPH

Email Address: m.nappy@php.ufl.edu

Office Hours: By appointment

Preferred Course Communications: **Email**. Please use email listed above and NOT the Canvas email tool. Emails will receive a response within 24 hours on weekdays. Emails received after 4pm on Fridays will be answered Monday morning. **A Monday announcement will be shared via Canvas Announcements weekly**. This will have important info and only be 2-3 minutes of your time.

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.

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.

DESCRIPTION OF COURSE CONTENT

Topical Outline/Course Schedule

Week	Date(s)	Topic(s)	Assignments Due
1	8/23-8/28	Course Introduction	-Syllabus Quiz -Discussion 1 due: 8/28 @ 11:59pm EST
2	8/29-9/4	Introduction to Public Health	Reflection 1 due: 9/4 @11:59pm EST
3	9/5-9/11	Social Media & Public Health	
4	9/12-9/18	Health Literacy	Quiz 1 due: 9/18 @ 11:59pm EST
5	9/19-9/25	Anti-Vaccine Movement	Discussion 2 due: 9/25 @ 11:59pm EST
6	9/26-10/2	COVID-19	Final Project: Topic Discussion due 10/2 @11:59pm EST Quiz 2 due: 10/2 @11:59pm EST
7	10/3-10/9	Obesity & Fad Diets	Video Reflection 2 due: 10/9 @ 11:59pm EST
8	10/10-10/16	Opioid Epidemic & Substance Abuse	Quiz 3 due: 10/16 @ 11:59pm EST
9	10/17-10/23	Bullying & Suicide	Final Project: Annotated Bibliography due: 10/23 @ 11:59pm EST
10	10/24-10/30	Gender & Sexuality	
11	10/31-11/6	HIV/AIDS	Quiz 4 due 11/6 @ 11:59pm EST
12	11/7-11/13	Minority Health	Final Project: Rough Draft Meeting -Discussion 3 due 11/13@11:59pm EST
13	11/14-11/20	Access to Care	-Video Reflection 3 due: 11/20 @ 11:59pm EST
14	11/21-11/27	THANKSGIVING	
15	11/28-12/4	Climate Change & Migration Health	-Quiz 5 due: 12/4 @ 11:59pm EST Final Project: Group Presentation due 12/4 @ 11:59pm EST
16	12/5-12/7		Final Project: Peer Review due 12/7 @ 11:59pm

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.

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 this class, please contact the UF Help Desk at:

- helpdesk@ufl.edu
- (352) 392-HELP - select option 2
- <https://helpdesk.ufl.edu/>

Additional Academic Resources

[Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

[Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process.](#)

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 (20% of 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.
2. Review the 10 Essential Public Health Services and discuss how popular culture hinders or helps addressing major issues that impact individuals and communities.
3. How does your usage of social media influence your views of public health

Discussion Participation (20% of Final Grade) 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.

Quizzes (20% of Final Grade): There will four 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.

Final Project: Group Presentation (40% of Final Grade): Public Health is about collaboration and group work. Each student will be assigned one of ten groups to complete a group presentation. The presentation must be 6 slides and at least 12 minutes long, but no longer than 20 minutes. Each team member will be responsible for presenting part of the recorded presentation. In preparation for the presentation, you will all work together to create the annotated bibliography using a Google Doc. Each student is responsible for also providing a peer review to another group presentation. In all this final project has three parts throughout the semester and will be 40% of your final grade.

Each group will present on a public health related issue within the larger umbrella topic assigned, or the larger topic assigned. The presentation will compare and contrast the public health related issue and describe public health drivers of the conversation and the pop culture of 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 you issue (e.g. #MeToo, Black Lives Matter) 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 the 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 issues.

Please use creativity in the presentation, but follow this general slide progression:

- Topic introduction
- Public Health drivers of the conversation
- Pop Culture drivers of the conversation
- Discussion of movements and campaigns
- Analysis of movements/campaign impacts (public health and policy) through the levels of the social-ecological model
- Conclusions and analysis of how pop culture has helped or hindered PH interventions and initiatives

Grading

Quizzes are 20% of final grade, Class Participation and Attendance are 20% of final grade, Online Discussions are 20% of final grade and the Group Project is 40% of your final grade

Requirement	Due date	Points or % of final grade
Syllabus Quiz	Due to unlock content	ungraded
Discussion 1	Aug 28 th 11:59pm EST	12
Reflection 1	Sept 4 th 11:59pm EST	10
Quiz 1	Sept 18 th 11:59pm EST	Included in Quiz grades
Discussion 2	Sept 25 th 11:59pm EST	12
Final Project: Topic	Oct 2 nd 11:59pm EST	5
Quiz 2	Oct 2 nd 11:59pm EST	Included in Quiz grades
Reflection 2	Oct 10 th 11:59pm EST	10
Quiz 3	Oct 16 th 11:59pm EST	Included in Quiz grades
Final Project: Annotated Bib	Oct 23 rd 11:59pm EST	10
Quiz 4	Nov 6 th 11:59pm EST	Included in Quiz grades
Final Project: Rough Draft Mtg	Week of Nov 7 th	10
Discussion 3	Nov 13 th 11:59pm EST	12
Reflection 3	Nov 20 th 11:59pm EST	10
Quiz 5	Dec 4 th 11:59pm EST	Included in Quiz grades
Final Project: Group Presentation	Dec 4 th 11:59pm EST	20
Final Project: Peer Review	Dec 7 th 11:59pm EST	Part of your 20pts for Group Presentation

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
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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
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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>

More information on UF grading policy may be found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

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.

Policy Related to Make up Exams or Other Work

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, fieldtrips, 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.

Policy Related to Required Class Attendance

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>

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 in the canvas course. Students should also read your e-mail and announcements in the course several times a week. Please note that announcements and e-mails sent out from the course site will go to your UFL e-mail address (no correspondence will be sent to outside e-mail addresses), please check this mail at <http://webmail.ufl.edu> regularly. 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 (e-mail address above) rather than using the Canvas messaging tool.

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).

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.

Professionalism and COVID

As students pursuing a path in the health professions or public health, it is crucial to demonstrate professional behaviors that reflect integrity and commitment to the health of patients, fellow health professionals, and to populations we serve. To accomplish this, a strong responsibility for the well-being of others must be evident in our decisions, along with accountability for our actions. Professionalism in the health disciplines requires adherence to high standards of conduct that begin long before graduation. This is particularly true during times of health emergencies such as the COVID pandemic, given our professional habits can have a direct impact upon the health of persons entrusted to us.

If you are not vaccinated, get vaccinated. Vaccines are readily available at no cost and have been demonstrated to be safe and effective against the COVID-19 virus. Visit this link for details on where to get your shot, including options that do not require an appointment: <https://coronavirus.ufhealth.org/vaccinations/vaccine-availability/>. Students who receive the first dose of the vaccine somewhere off-campus and/or outside of Gainesville can still receive their second dose on campus.

In response to COVID-19, the following professional practices are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to protect the health and safety of ourselves, our patients, our neighbors, and our loved ones.

- You are required to wear approved face coverings at all times while in Health Science Center classrooms and within Health Science Center buildings even if you are vaccinated.
- If you are sick, stay home and self-quarantine. Please visit the UF Health Screen, Test & Protect website about next steps, retake the questionnaire and schedule your test for no sooner than 24 hours after your symptoms began. Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161 (or email covid@shcc.ufl.edu) to be evaluated for testing and to receive further instructions about returning to campus. UF Health Screen, Test & Protect offers guidance when you are sick, have been exposed to someone who has tested positive or have tested positive yourself. Visit the UF Health Screen, Test & Protect website for more information.
- Continue to follow healthy habits, including best practices like frequent hand washing.
- Avoid crowded places (including gatherings/parties with more than 10 people)

Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class. Hand sanitizing stations will be located in every classroom.

Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. If you are withheld from campus by the Department of Health through Screen, Test & Protect you are not permitted to use any on campus facilities. Students attempting to attend campus activities when withheld from campus will be referred to the Dean of Students Office.

Continue to regularly visit coronavirus.UFHealth.org and coronavirus.ufl.edu for up-to-date information about COVID-19 and vaccination.

COVID-19 Symptoms

See <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html> for information about COVID-19 symptoms, which may include fever, cough, shortness of breath or difficulty breathing, fatigue, chills, muscle or body aches, headache, sore throat, congestion or runny nose, nausea or vomiting, diarrhea, and loss of taste or smell.

Recording Within the Course:

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.

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/>.

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>. On line 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

