

## **Active Health: Behavior and Promotion**

Kinesiology 340

Section: D100

Term: 2009 Summer

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**Discussion Topics:** This course examines the relationships among health, physical activity, and other health-associated behaviours. Background information is provided concerning the influence of fitness on various disease states as well as the epidemiology of health and exercise behaviours. The course examines the theories and models of health behaviour in the context of intervention and promotion strategies.

### Course philosophy

- Have fun, get a good grade, learn something useful, and add something to the course for those who come next.
- Guided independent learning rather than passive recipients of wisdom from the expert. Application of concepts rather than memorization of facts.
- Build on but don't duplicate material learned in other courses.

### Topics to be covered

- The epidemiology of health & exercise behaviour. Methodological issues: questionnaires, telephone surveys, pedometry.
- Theory and determinants of health & exercise behaviours.
- Motivation and Goal Setting. Role models. Motivational interviewing. Stages of change model.
- Communication Skills. Counseling styles.
- Intervention strategies for individuals.
- Settings-based health promotion: health promotion in schools, the workplace, and the community.

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- Social marketing and public campaigns. Effective use of the media. Tailoring messages to targeted groups.
  
- Population health and public policy. The role of government: legislation, financial incentives.

### Course Format

Three hours of class per week, on Thursday from 8:30 - 11:20a.m.

### Grading: Mark distribution

10% - Assignment 1: Write a health information piece (e.g., brochure, article for a newsletter) for a specific target audience.

10% - Assignment 2: Take the same topic and audience that you used to Assignment 1. Write it as a persuasive piece.

10% - Oral presentaion. Working with two other Kin. 340 students, you will prepare a talk for a specific target audience (e.g. elementary school children, seniors). Then you will give this talk in Kin. 340 class.

10% - Quizzes. About 8 short quizzes at the beginning of lecture on the assigned reading for that week.

10% - In-class activities. Every week in class there will be one or more written activities that you will write in a little notebook that we will give you. The notebook will be handed in and graded each week.

20% - Midterm examination

30% - Final examination (three hours, comprehensive)

It is assumed that students have already acquired the following knowledge:

The biology of cancer, CVD, diabetes, obesity, osteoporosis

Risk factors for the disorders listed above

The benefits of physical activity or nutrition in relation to health

Principles of physical conditioning: flexibility, strength, endurance, power

Dieting, eating disorders, weight control

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Stress and stress management

How to assess an individual's fitness or nutritional status (Kin 340 will look at community health surveys)

Required Texts: Course Ware (a collection of assigned readings taken from various journals and books) will be available for sale at the Bookstore. This is the same package that was used the last time the course was taught in Fall 2008.

Recommended Texts:

Materials/Supplies:

Prerequisite/Corequisite: Prerequisites: Kin. 142 and Stat. 201 (or Psyc. 201). Recommended: Kin. 140.

Notes: Class begins on Thursday, May 7.

THIS COURSE WILL BE HELD AT BURNABY CAMPUS

Failure to attend an examination

Students who miss examinations due to exceptional circumstances (such as serious illness or compassionate reasons) are required to obtain a physician's certificate, whereby the physician states that you were unable to write your midterm or final on the set date due to a medical condition beyond your control, or other supporting documents in order to obtain consideration in the course. Such documents must be filed with the School Director (via the Kinesiology office) or Registrar within four calendar days of the date on which the examination was to have been written. Exceptional circumstances must be approved by the Undergraduate Program Committee in order for a student to receive consideration.

Students must check the exam schedule when making course selections. Students are reminded that final examinations may be scheduled at any time during the examination period and that students should avoid making travel or employment arrangements for this period.

Academic honesty and student conduct

Academic honesty is a condition of continued membership in the University community.

Academic dishonesty, including plagiarism or any other form of cheating is subject to serious academic penalty, i.e. failure on an assignment, failure in a course, suspension or expulsion from the University.

The University codes of student conduct and academic honesty are contained in policies T10.01

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and T10.02 which are available in the Course Timetable and on the Web via <http://www.reg.sfu.ca>.

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