Course Title: Issues in Health Education and Behavioral Science

Course Number: PHCO 0510J

Course Location: N/A

Course Instructor: Patrick R. Clifford, Ph.D.

Professor and Interim Chair, Department of Social Health & Behavioral Sciences
Institute of Health, Room 404
patrick.clifford@rutgers.edu; (848) 932-8064

Office Hours: By appointment

Required Course Readings:


Additional/Supplemental Readings/Resources: Select Journal Articles

Course Description: A major focus of Public Health is to prevent illness, disease and injury as well as the promotion of health and well-being through various strategies, to include behavior change. Health behaviors often are complex, and successful behavior change can be challenging. The purpose of this course is to introduce Ph.D. and MS students to health education practice and the behavioral science principles, theories and practices that provide the framework for health related behavior change. Students will be introduced to select current trends and issues in behavioral science research and methods.
Course Objectives: By the completion of this course, students will be able to:

1. Define public health and understand historical definitions of public health.
2. Describe contributions of health behavior determinants in determining public health problems and describe important psycho-social models of health behavior change.
3. Describe key concepts for effectively planning health education programs.
4. Evaluate the behavioral contributions of a public health problem and identify strategies to address the problem based upon behavioral science principles.

Course Requirements and Grading:

- Students are expected to complete the assigned reading materials prior to the last day of classes.

Grading (Pass/Fail):

- Student performance will be based on an oral examination to be administered by the course instructor. Students will be e-mailed the date, time and location for the final course examination early in the semester.

Course Schedule
Self-paced readings that must be completed prior to the last day of classes.

School of Public Health Honor Code: The School of Public Health Honor Code is found in the student bulletin (sph.rutgers.edu/academics/catalog/index.html). Each student bears a fundamental responsibility for maintaining academic integrity and intellectual honesty in his or her graduate work. For example, all students are expected to observe the generally accepted principles of scholarly work, to submit their own rather than another's work, to refrain from falsifying data, and to refrain from receiving and/or giving aid on examinations or other assigned work requiring independent effort. In submitting written material, the writer takes full responsibility for the work as a whole and implies that, except as properly noted by use of quotation marks, footnotes, etc., both the ideas and the works used are his or her own. In addition to maintaining personal academic integrity, each student is expected to contribute to the academic integrity of the school community by not facilitating inappropriate use of her/his own work by others and by reporting acts of academic dishonesty by others to an appropriate school authority. It should be clearly understood that plagiarism, cheating, or other forms of academic dishonesty will not be tolerated and can lead to sanctions up to and including separation from the Rutgers School of Public Health.

Policy Concerning Use of Recording Devices and Other Electronic Communications Systems:
When personally owned communication/recording devices are used by students to record lectures and/or classroom lessons, such use must be authorized by the faculty member or instructor who must give either oral or written permission prior to the start of the semester and identify restrictions, if any, on the use of mobile communications or recording devices.