Instructor: Dr. DawnElla M. Rust  
Office: HPE Rm 215  
Office hours: MW 10-11:30, TTh 10-12; or by appointment  
o F2F or by ZOOM  
Office Phone: 936-468-1495  
Credits: 3 hours  
Other Contact: 936-468-3503 (Main Office)

Email: drust@sfasu.edu

Emails will be responded to in 24-48 hours Monday through Friday. The course requires that you have and use your SFA Jacks email account. You are responsible for messages sent by professors and other SFA officials to your SFA Jacks email address. Due to FERPA restrictions, any email correspondence regarding this course must be sent to me from your SFA Jacks email account only. (Do NOT send emails to me via D2L). You are responsible for checking your email daily.

I. Course Description: Principles of consumer concepts, marketing, economic protections and sources of information in selecting health products and services. Analysis of major consumer health issues and the social and psychological factors that influence consumer choices. NO critical assignments related to accountability and accreditation are administered in this course.

Course Justification: HLTH 3337 “Consumer Health” (3 credits) meets two times each week (Tuesday/Thursday) in 75-minute segments for 15 weeks via face-to-face, 150 asynchronous minutes, and a two-hour final exam. Students have significant weekly reading requirements, are expected to be present for extra credit participation points, take three quizzes (one of those is the 2-hour final quiz), are required to upload an advertisement assignment, a Health Buster, and various Dropbox assignments. These activities average at a minimum 6-12 hours of work each week to prepare outside of classroom hours.

Course Delivery: Face-to-Face

Prerequisites: None

James L. Perkins College of Education Diversity Statement: The James L. Perkins College of Education is committed to proactively recruiting and retaining a diverse faculty, staff, and student population. Through open dialogue, mutual respect, and shared responsibility, faculty, staff, and students will demonstrate an understanding and sensitivity to ethnicity, race, gender, exceptionalities, culture, language/dialect, age, social class, family structure, sexual orientation, religion, and spiritual values in order to enhance the quality of life in a diverse, global community.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
This course links with SFA’s Envisioned Goal 2: Our students will be engaged and empowered.
This course links with SFA’s PCOE Goal 1: We will provide transformational experiences for our students.

This course links with SFA’s Envisioned Goal 5: We will be an innovative university.
This course links with SFA’s PCOE Goal 5: We will provide academic and co-curricular innovations.

Program Learning Outcomes (Community Health):
1. The student will be able to plan and evaluate a community/classroom-based health lesson (NCHEC I, II, IV).
2. The student will construct professional documents (resume and cover letter) to be used as a personal career-marketing tool for employment opportunities (NCHEC VII).
3. The student will demonstrate the knowledge and skills to search for and write a grant proposal to address a specific health-issue (NCHEC I, II, IV, VII).
4. The student will be able to communicate health information (NCHEC VI).
5. The student will design and implement a health behavior change plan that they will monitor for the semester (NCHEC I, II, III).

Student Learning Outcomes – The student will learn to:
- Identify health products from quackery (NCHEC I).
- Discuss various advertising techniques to entice consumers (NECHEC VII).
- Describe the legal, ethical, and philosophical foundations of a health educator (NCHEC, VI, VII).
- Explain how to obtain information related to health-related products (NCEHC VII).

III. Course Assignments, Activities, Instructional Strategies, use of Technology:
- ADVERTISEMENT ANALYSIS (NCHEC I, III, IV) – Each student will select and analyze a health advertisement. The analysis is a 1-2-page typed document in paragraph form (double spaced, with 1” margins.) All of the ten of the bulleted items must be referred to in the analysis. At the top of page 1 type your name and class followed by your analysis (See “Advertisement Analysis EXAMPLE” for an example of the assignment. After your analysis scan and attach a screenshot of the advertisement analyzed uploaded as one document. **Worth 50 points.**

- HEALTH BUSTERS (HB) (NCHEC IV, VI, VII) – A two part-assignment where a team of two-three students will be assigned a health topic. Each member of the team will submit the same documents.
  - **HB Scorecards:** A scorecard will be used to evaluate the online health information (scorecard can be found on D2L). The team will upload the two Online Health Information Scorecards as one document (total of 4 pages). HB Scorecards are worth 25 points each for a total of 50 points.
  - **HB Report:** The team will use the HB Report Template to analyze the two scorecards. Must print the Report with the note section. **Worth 50 points.**

- DROPBOX ASSIGNMENTS - Dropbox assignments are required assignments that are due the date and time noted on modules. **Worth 10 points.**

- EXTRA CREDIT PARTICIPATION (ECP) – You are eligible for a maximum of 5 ECP points. All must be typed (check Section V for DUE date). Can and will be used for attendance purposes. If you have more than 4 absences and/or tardies you are not eligible for ECP points (unless school sponsored events). Format: Page 1 is the cover sheet (cover sheet should include your name and a Table of Contents of items submitted). All uploaded as one document. Points will be deducted if formatting is not followed. **WORTH 5 BONUS POINTS.**

- QUIZZES (NCHEC I) - There will be three quizzes worth 100 points each. Quizzes may include a variety of question types including multiple choice, true/false, short answer, and essay. **Proper spelling, grammar, and punctuation are expected.** If unable to take a quiz on a scheduled date and time the students must notify me prior to quiz time in order to make-up the quiz, if not notified prior to the quiz date and time the student will earn a “0.” QUIZZES will be administered on-line. See Section V for exam content.
IV. Evaluation and Assessments (Grading):

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Grading Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1</td>
<td>100</td>
<td>A = 90%+ 414+ points</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>100</td>
<td>B = 80-89% 368-413</td>
</tr>
<tr>
<td>Quiz 3</td>
<td>100</td>
<td>C = 70-79% 322-367</td>
</tr>
<tr>
<td>Advertisement Analysis</td>
<td>50</td>
<td>D = 60-69% 276-321</td>
</tr>
<tr>
<td>Health Buster Scorecards</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Health Buster Report</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Dropbox Assignments</td>
<td>10</td>
<td>F = Below 59% 1.2.75 Below 275</td>
</tr>
<tr>
<td>ECP** = 5 points maximum</td>
<td></td>
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</tr>
</tbody>
</table>

**FINAL POINT TOTAL 460 points**

**Attendance (See Section III for how ECP can and will be used for attendance).** Instructions and scoring guides for Advertisement Assignment and Health Busters can be found on D2L.

V. Tentative Course Outline/Calendar

Dates may change at the discretion of the instructor. Should a date change be required, it will be announced in the course news or on the discussion board. All times listed are Central Standard Time.

Asynchronous Minutes = AM

<table>
<thead>
<tr>
<th>WEEK</th>
<th>ASSIGNMENTS</th>
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| Week 1 | Welcome to the Class and Who is Dr. Rust?  
• 1 Day PPT  
• Print and preview 1 Good Consumer PPT  
• NO CLASS on Thursday, August 25 |
| Week 2 | Clarify Semester Assignments on T, August 31  
• Continue 1 Good Consumer PPT  
• Prior to coming to class on Thursday read How to Understand and Interpret...  
• Preview 2 American Health Care System PPT AM 10 minutes  
• Can you buy good health? Print and discuss SFA Wellness Model AM 10 minutes |
| Week 3 | Continue with 2 American Health Care System PPT  
• Preview 3 Health Fraud PPT  
• Go to Stop Medicare Fraud and learn how to report it.  
• Upload Key Points of IFIC Review document into IFIC drobox by 5 pm on Th, Sept. 9. Worth 2 points.  
  o Your uploaded document should have your comments from the lecture and the article itself AM 20 minutes |
| Week 4 | • Continue with 3 Health Care Fraud  
• Watch on your own time the following:  
  o Life and Death in Assisted Living  
  o Dollars and Dentists.  
| | • Go to Joint Commission, click on "resources" click on "for consumers" click on 'Speak Up Campaigns'. Watch one of the campaigns and upload a 1/2-page reflection typed into Joint Dropbox by 5 pm on Th, Sept. 16. Worth 2 points. **AM 20 minutes**  
• Go US News and find the best hospital for cardiovascular  
| Week 5 | Catch up from Week 1-4; review for quiz/exam #1  
| | • After watching Dollars and Dentists, use the Film Study Worksheet Documentary to answer the questions. Upload completed worksheet in Dropbox by 5 pm on Tuesday, Sept. 21. Worth 2 points. **AM 50 minutes**  
• Exam #1 online Thursday, Sept. 23 from 2-3:15 pm  
| Week 6 | • Preview 4 Health Insurance PPT  
• Preview 5 Medications PPT  
• Read Avoiding Drug Interactions  
• Watch the YouTube video and refer to the document titled FDA Approval Process  
• Work on 5 Online Store Compare worksheet outside of class  
| | Upload the 5 Online Store Compare Worksheet to Online Dropbox by 5 pm on Tuesday, Oct. 5. Worth 4 points. **AM 40 minutes**  
| Week 7 | • Preview Comp & Integrative Medicine PPT  
• On Tuesday, Oct. 5 your assigned group will be given a CAI practice to research. On Thursday, Oct. 7 your group will return to class and report  
| |
on your CAI Practice using the TV Activity as a format.

| Week 8 | • Watch the YouTube video. Who is ODS? What do they do for the consumer?  
• Check out the Office of Dietary Supplements website  
• Preview 7 Dietary Supplements PPT  
• What does USP verified mean? Find the answer on USP Verified Mark. | Upload HB Scorecards to Scorecard Dropbox by 5 pm on Thursday, October 14. Worth 50 points |
|---|---|---|
| Week 9 | • Preview 9 Advertising PPT  
• Be prepared to discuss the article Basic of Drug Ad |  |
| Week 10 | • Preview 10 Consumer Protection PPT | • Upload Advertisement to AA Dropbox by 5 pm on Thursday, Oct. 28 |
| Week 11 | • Preview Self Care PPT  
• Review for Quiz/Exam #2 | • Exam#2 on Thursday, Nov. 4 from 2-3:15 pm |
| Week 12 | • Preview 8 Weight Management  
• Go to US News Best Diets |  |
| Week 13 | • Preview Food Nut PPT  
• Play Food Safety Jeopardy PPT | • Email to me HB Report by 5 pm on Thursday, Nov. 18 |
| Week 14 | Thanksgiving Break |  |
| Week 15 | • Play catch-up  
• In your groups complete The Patient Activity  
• Review for Quiz/Exam#3/Final | • Upload ECP to ECP Dropbox by 5 pm on Tuesday, Nov. 30th  
• Course Evaluations due by 12 pm on Sunday, Dec. 5 |
| Week 16 |  | Exam#3/Final on Tuesday, Dec. 7 from 1-3 pm |

VI. Readings (Required and recommended – including texts, websites, articles, etc.):  
**Brightspace:** The course has a Brightspace site that can be found at d2l.sfasu.edu. You are responsible for all announcements and materials presented on this web page, so you must check it daily. Your course grades will be posted here. If you do not have access to our class D2L page for any reason, you must contact me ASAP. A great resource for Brightspace or Zoom questions can be found at [https://www.sfactl.com/student-support](https://www.sfactl.com/student-support)
VII. Course Evaluations:

Near the conclusion of each semester, students in the Perkins College of Education (PCOE) electronically evaluate courses taken within the PCOE. Evaluation data is used for a variety of important purposes including:

1. Course and program improvement, planning, and accreditation.
2. Instruction evaluation purposes; and
3. Making decisions on faculty tenure, promotion, pay, and retention.

As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the PCOE faculty is committed to excellence in teaching and continued improvement.

In the PCOE, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information: Found at http://www.sfasu.edu/policies/

Attendance and Excuse Absence: Policy 6.7

Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports (including the first 12-day attendance report) and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

- See Section V for how ECP and Dropbox Assignments can and will be used for attendance.

Academic Accommodations for Students with Disabilities: Policy 6.1 and 6.6

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/

Student Academic Dishonesty: Policy 4.1

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.
Definition of Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
• using or attempting to use unauthorized materials on any class assignment or exam;
• falsifying or inventing of any information, including citations, on an assignment; and/or;
• helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
• submitting an assignment as one’s own work when it is at least partly the work of another person;
• submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
• incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.

Penalties for Academic Dishonesty

Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

Student Appeals

A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

Withheld Grades: Policy 5.5

At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work by the deadline set by the instructor of record, not to exceed one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e., Military Service Activation (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

If a student has been found guilty of academic dishonesty, a grade of “WP” or “WH” may be changed to “WF” at the discretion of the faculty member. In the case of a grade change to “WF”, the course will not count towards the six course drop limit since the student is incurring an academic penalty.

Student Code of Conduct: Policy 10.4

Interference or disruption of students, faculty, administration, staff, the educational mission, or routine operations of the university is prohibited. Such activity includes, but is not limited to, behavior in a classroom or instructional program that interferes with the instructor or presenter’s ability to conduct the class or program, or the ability of others to profit from the class or program. To remain in the vicinity of activity that is disrupting normal university functions when requested to leave by a university official is prohibited. Bystanders, if their presence incites or adds to the disruption, as well as more active participants in the disruptive activity, may be in violation of this policy as well. Engaging in physical violence of any nature against any person. This includes fighting; assaulting; battering; using a knife, gun, or other weapon; or acting in a manner that threatens or endangers the physical health or safety of any person or causes a reasonable apprehension of such harm.
The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program at SFA.

SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student’s mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
SFASU Counseling Services  
www.sfasu.edu/counselingservices  
3rd Floor Rusk Building  
936-468-2401

SFASU Human Services Counseling Clinic  
www.sfasu.edu/humanservices/139.asp  
Human Services Room 202  
936-468-1041

**Crisis Resources:**
Burke 24-hour crisis line 1(800) 392-8343  
Suicide Prevention Lifeline 1(800) 273-TALK (8255)  
Crisis Text Line: Text HELLO to 741-741

**IX. Other Relevant Course Information:**

**NO LATE ASSIGNMENTS WILL BE ACCEPTED** – this is a 3000-level class! MY PHILOSOPHY OF TEACHING AND GRADING IS SUCH – “FIX IT BEFORE IT’S BROKE!” I WILL PROVIDE YOU WITH FORMATIVE FEEDBACK, BUT WHEN AN ASSIGNMENT IS DUE, THAT’S IT, NO REVISIONS/CORRECTIONS WILL BE ALLOWED AFTER THAT POINT!

**Final grades** – Due to my “fix it before it’s broke policy” my position on rounding grades is very strict. For example, if you have not completed all of the work (see Section IV) and you have earned a B (89.51% or higher) I will not round your grade to an A. You must complete all work for rounding to be considered.

**Email etiquette and Professionalism (adapted from Dr. John Janowiak at UNC Chapel Hill):** When you e-mail friends, you can be as informal as you wish. However, when you write to your employer, professor, or supervisor you should use proper and polite language. By training yourself to write properly, you develop skills necessary to deal with future clients and supervisors, who are unlikely to tolerate bad e-mail manners. Please use the following guidelines when e-mailing me and other professors:

- **Even telephone conversations start with “Hello” and end with “Goodbye.”** Therefore, please **use a formal salutation when e-mailing professors**, such as: “Dear Dr. Rust.

- **When e-mailing faculty, remember that you are not communicating with a friend or relative, therefore do not use informal language in your e-mails.**

- **If you have a request, say it politely.** You can start with “I would like to ...”, “I wonder if you can ...,” “May I ...,” “Is it possible to ...,” “Do you mind ....” DO NOT WRITE: “I want to know ....,” “I want you to,” “Send this to me”, “Tell me when ....” Just adding the word “please” does not mean that you are being polite.

- **Your identity is an important clue to the context of the message.** Every semester I teach hundreds of students in numerous classes; therefore, identify yourself as a student in the class and section you are enrolled in, such as: “Dear Dr. Rust, I am a student enrolled in your HLTH 4330-3 MWF @ 9 am course.”
• Also, please include a brief description of the subject of your email in the subject line of the email.

• Be concise.

• Always re-read your e-mails and check for spelling and grammatical mistakes before sending them. (Also, recommended for the assignments you submit).

• When needing to schedule an appointment outside of my office hours, please suggest a few time slots, but always say something like “If these times do not suit you, please feel free to let me know any other time that you prefer / that is convenient to you.” If you cannot make the date suggested, say, “I am sorry, but I cannot come to see you on [Monday].” Do not say, “I am not available on [Monday].”