

**The University of Texas at El Paso  
Department of Public Health Sciences  
Syllabus**

**COURSE INFORMATION**

\***PUBH 5353:** Social and Behavioral Approaches of Public Health  
CRN: 11541  
Term: Fall 2023  
Delivery Method: In-person  
Meeting Day and Time: Wednesdays, 5:30 pm – 8:20 pm  
Location: HSSN 213

**INSTRUCTOR INFORMATION**

Jeannie B. Concha PhD MPH, Associate Professor  
Written Communication: You can email me at jeannie@utep.edu  
Phone Number: (915)747-8308  
Office Location: HSSN CHS, Room 414  
Office Hours:

- By appointment via in-person or online ZOOM or TEAMS
- I will also be available after class.

**\*COURSE DESCRIPTION**

PUBH 5353 is a required 3-credit core course for all MPH students. This Public Health core course examines social, behavioral, cultural, psychological, and economic factors that influence health and illness, and includes critical evaluation of social and behavioral science principles, theories, techniques, and research for the purpose of understanding and resolving complex problems in public health through public health intervention programs. The course emphasizes Hispanic, border, and multicultural communities.

Admission to the MPH or Graduate Certificate in Public Health Program

**\*COURSE OBJECTIVES AND UNIVERSITY LEARNING OUTCOMES**

By the end of this course, the student will be able to:

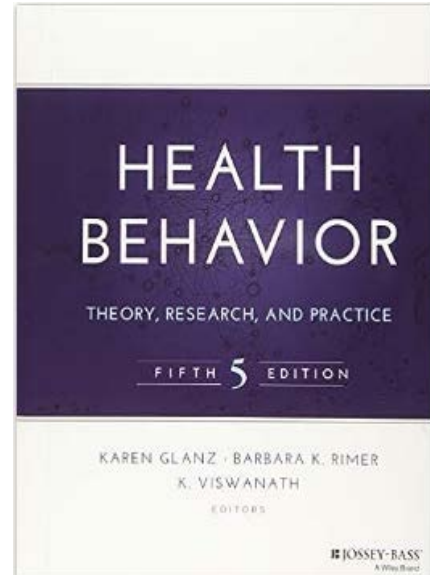
1. Identify the core functions of public health and the 10 Essential Services.
2. Explain the role of quantitative and qualitative methods and sciences in describing and assessing a population's health
3. List major causes and trends of morbidity and mortality in the US or other community relevant to the school or program
4. Explain the critical importance of evidence in advancing public health knowledge
5. Explain behavioral and psychological factors that affect a population's health
6. Explain how globalization affects global burdens of disease
7. Explain an ecological perspective on the connections among human health, animal health and ecosystem health (e.g., One Health)

## \*REQUIRED MATERIALS

Health Behavior: Theory, Research, and Practice 5th edition  
2015 (Jossey-Bass) □

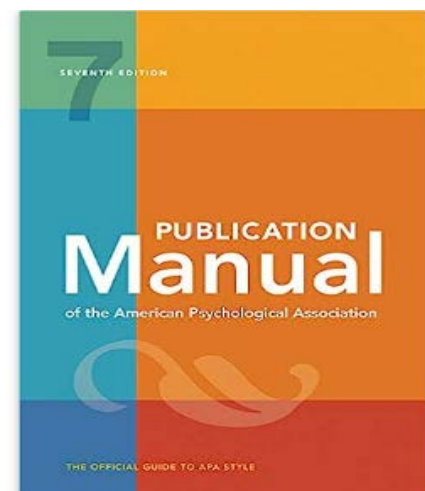
Karen Glanz (Editor), Barbara K. Rimer (Editor), K.  
Viswanath (Editor)

ISBN: 978-1-118-62898-0 July 2015 Jossey-  
Bass 512 Pages



Also, please use the Publication Manual of the American  
Psychological Association 7<sup>th</sup> edition to assist in your  
formatting of your papers.

OR



Use Purdue OWL online writing website. They have a good site on how to format using  
APA.

[https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_formatting\\_and\\_style\\_guide/apa\\_changes\\_7th\\_edition.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/apa_changes_7th_edition.html)

## \*ASSIGNMENTS AND GRADING

Assignments for this course are assessed according to rubrics. You can find these rubrics by clicking on the appropriate assignment link in Blackboard and choosing "View Rubric" from the button beneath the Points Possible for the assignment.

Grade Distribution:

**750-675 = A      674-600 = B      599-525 = C      524-450 = D      449 and Below = F**

- 180 points: Weekly Summary Reports (9 @ 20 points each)
- 20 Points: Student Led Discussions (2 per student during the semester 10 points each)
- 100 Points: Group Project Identification and Systematic Review Literature Review Presentation
- 50 Points: Identification of Surveys for Exposure and Outcome Variables
- 100 Points: Design and create QuestionPro online survey.
- 100 Points: SPSS data analysis of survey data
- 100 Points: Group Research Paper
- 50 Points: Group Presentation
- 50 Points: Peer Evaluations

## ASSESSMENT STRATEGIES

1. Assessment: Knowledge gained through weekly readings and student lead discussions on seminal social and behavioral readings and research articles. Students will also use an online survey design to collect and analyze data to become familiar with various behavioral theoretical assessments. Application is assessed through weekly written critical review of assigned readings and class discussion of assigned readings.
  
2. Assessment: Knowledge gained through the completion of a Scientific Research Paper to describe how to assess constructs of public health theories. The papers will use the American Psychological Association writing format or Journal formatting instructions. Application of this knowledge is the completion of identifying a questionnaire that assesses a specific public health theory, survey design, data collection and analysis. Results will be written as a descriptive statistical analysis. Application of this knowledge is also gained by presenting the process and findings to peers and the instructor.

MPH Program Competencies Addressed in Course	Learning Objectives	Assessment Strategies
<b>Evidence-based Approaches to Public Health</b>		
2. Select quantitative and qualitative data collection methods appropriate for a given public health context	2,3	1,2
3. Analyze quantitative and qualitative data using biostatistics, informatics, computer-based programming, and software, as appropriate	3,6	1,2

4. Interpret results of data analysis for public health research, policy, or practice	3,4,6	1,2
<b>Public Health &amp; Health Care Systems</b>		
5. Compare the organization, structure and function of health care, public health, and regulatory systems across national and international settings	9,11,12	1
<b>Planning &amp; Management to Promote Health</b>		
11. Select methods to evaluate public health programs	2,3,6	1,2
<b>Policy in Public Health</b>		
12. Discuss multiple dimensions of the policy-making process, including the roles of ethics and evidence	2,6,11,12	1
<b>Communication</b>		
19. Communicate audience-appropriate public health content, both in writing and through oral presentation	3,9	1,2
20. Describe the importance of cultural competence in communicating public health content	3,9	1,2
<b>Systems Thinking</b>		
22. Apply systems thinking tools to a public health issue	6,11,12	1
<b>UTEP MPH Hispanic and Border Health Concentration Competencies (5)</b>		
1. State and discuss the current major communicable, non-communicable, and environmental public health threats in Hispanic and border communities.	4,9,11	1,2
2. State the basic principles of prevention and control of communicable and non-communicable disease; discuss how these principles can be modified to accommodate cultural values and practices in Hispanic and border communities.	4,9,11	1,2
3. Identify and access public health data on communicable and non-communicable disease in Hispanic and border communities (including vital stats and disease registries; health and nutrition surveillance data; census data; national surveys).	4,9,11	1,2
4. Identify, access and summarize the content of one or more current initiatives relevant to border health (e.g., Healthy Border 2020; US-Mexico Border Philanthropy Partnership; Paso Del Norte Regional Strategic Health Framework).	4,9,11,12	1,2

## TECHNOLOGY REQUIREMENTS

Some course content is delivered via the Internet through the Blackboard learning management system. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Google Chrome and Mozilla Firefox are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you do not have word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about [Microsoft Office 365](#) and follow the instructions.

QuestionPro: You will need to use the UTEP online QuestionPro to design and develop your online survey for your group research projects

SPSS: You will need to use SPSS to analyze data collected from your online survey

**IMPORTANT:** If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP [Help Desk](#) as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

## COURSE COMMUNICATION: How we will stay in contact with each other

Here are the ways we can keep the communication channels open:

- Office Hours: I will have office hours for your questions and comments about the course. My office hours are in-person; however, you can request a virtual meeting and I will send you a Zoom link. Please see the days and times at the top of this syllabus.
- Email: UTEP e-mail is the best way to contact me. I will make every attempt to respond to your e-mail within 24 hours of receipt. When e-mailing me, be sure to email from your UTEP student e-mail account and please put the course number in the subject line. In the body of your e-mail, clearly state your question. At the end of your e-mail, be sure to put your first and last name, and your university identification number.
- Announcements: Check the Blackboard announcements frequently for any updates, deadlines, or other important messages.

## ATTENDANCE AND PARTICIPATION

Our class meetings are in-person at HSSN, Room 213, every Wednesday from 5:30 pm to 8:20 pm, beginning August 28 through December 4.

Attendance in the course is determined by participation in the learning activities of the course. Your participation in the course is important not only for your learning and success but also to

creating a community of learners. Participation is determined by the completion of the following activities:

- Reading/Viewing all course materials to ensure understanding of assignment requirements.
- Participating in engaging discussions with your peers
- Other activities as indicated in the weekly modules.

As graduate students it is your responsibility to attend and keep up with course material.

## **ILLNESS PRECAUTIONS**

Please stay home if you have symptoms of a communicable illness. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodation.

## **\*EXCUSED ABSENCES AND/OR COURSE DROP POLICY**

I will not drop you from the course. However, if you feel that you are unable to complete the course successfully, please let me know and then contact the [Registrar's Office](#) to initiate the drop process. If you do not, you are at risk of receiving an "F" for the course.

## **DEADLINES, LATE WORK, AND ABSENCE POLICY**

Assignments

- Writing assignments will be due on Tuesdays at midnight (11:59 PM) via Blackboard. For every day the assignment is not turned in I will deduct 10% of the grade.

## **MAKE-UP WORK**

Make-up work will be given *only* in the case of a *documented* emergency. Note that make-up work may be in a different format than the original work, may require more intensive preparation, and may be graded with penalty points. If you miss an assignment and the reason is not considered excusable, you will receive a zero. It is therefore important to reach out to me—in advance if possible—and explain with proper documentation why you missed a given course requirement. Once a deadline has been established for make-up work, no further extensions or exceptions will be granted.

## **ALTERNATIVE MEANS OF SUBMITTING WORK IN CASE OF TECHNICAL ISSUES**

I strongly suggest that you submit your work with plenty of time to spare if you have a technical issue with the course website, network, and/or your computer. I also suggest you save all your work (answers to discussion points, quizzes, exams, and essays) in a separate Word document as a backup. This way, you will have evidence that you completed the work and will not lose credit. If you are experiencing difficulties submitting your work through Blackboard, please contact the UTEP Help Desk. You can email me your backup document as a last resort.

## **INCOMPLETE GRADE POLICY**

Incomplete grades “I” may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed with deadlines.

## **\*ACCOMMODATIONS POLICY**

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodation will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at [cass@utep.edu](mailto:cass@utep.edu), or apply for accommodation online via the CASS portal.

## **\*SCHOLASTIC INTEGRITY**

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as one’s own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

## **\*GUIDANCE ON ARTIFICIAL INTELLIGENCE**

The use of generative AI tools such as Chat GPT is NOT permitted in this course for the following activities, which must be noted or cited:

Students must cite any borrowed content sources to comply with all applicable citation guidelines, copyright law, and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

## **PLAGIARISM DETECTING SOFTWARE**

Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.



## **\*COURSE RESOURCES:** Where you can go for assistance

UTEP provides a variety of student services and support:

### Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

### Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

### Individual Resources

- [Student Success Help Desk \(SSHD\)](#): Students experiencing challenges or obstacles to academic success including registration, financial, food, housing, and transposition resources may submit a ticket request assistance to [studentsuccess@utep.edu](mailto:studentsuccess@utep.edu)
- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.
- [UTEP Food Pantry](#): Non-perishable food items are available to students who are currently enrolled in classes. Bring a Miner Gold Card to Memorial Gym, Room 105, Monday through Friday, 10 a.m. to 2 p.m.