**PSYC 4950 HEALTH PROMOTION PROJECT**

(Revised 3/25/12)

One of the primary areas of concern in health psychology is the promotion of health behaviors through advocacy of public policy, developing information resources, research, etc. As you look at your personal health behaviors this semester, you will also look at promoting health in others by examining existing health information, and then developing a promotion of your own. The project is worth up to 150 points toward your final point total.

This project will involve 2 Parts. Part 1 will require you to investigate existing information on a health topic, and evaluate its strength and weaknesses, then in Part 2, will propose your own health promotion of the behavior. Below you will see the specifics for each stage.

**Part 1:**

* Pick a health behavior that you would like to investigate and promote. This can be any behavior that you think would be beneficial for promotion to college-aged individuals to examine and/or consider.
* You will then find and evaluate 4 sources of information on the internet that are available about your selected topic. Two of these sites should include sites provided by a university for their students health benefit. (For example look at the one we have here at NGCSU at <http://asset.northgeorgia.edu/studenthealth/Home_SO.html>) while the other two should be internet sites.
* As part of your evaluation you need to answer the following questions (using examples from the site to answer as appropriate):
* Is the information easy to find and access? Why or why not?
* Is the information relevant to college students? Why or why not?
* Is it easily personalized and applied? (terms and suggestions that are easily understood, etc.) Why or why not?
* Are there additional resources given on the topic for those who wish to read more? Are they accessible (do the links work, for example)?
* Is the information presented from a positive or a negative frame of reference? (Does the site talk about the benefits of change or just the consequences of continuing the behavior or both).
* Would you recommend the site to a friend or another college student? (Why or why not?)
* Do you think the site is capable of “nudging” an individual toward change? (see article “Potentially changing health behavior using nappy ‘nudges’.)
* Is there anything that you would change about the site and/or how the information is presented?
* You may include any additional thoughts as well.
* Once you have evaluated the 4 sources, you are to recruit 2 college-aged individuals (meaning not your mama, daddy, little brother, husband, etc.), and have them evaluate two of the sites as well (one college site and one of the internet sites). All four sites should receive a review by a volunteer Ask them to answer the same questions that you did and to give you any additional feedback they may have.
* You are to write an evaluation of each site that is a minimum of 600 words. (That means 4 separate, 600 word evaluations). Combine your comments and your volunteer’s comments in one evaluation for each site. The evaluations are to be written in APA format (1” margins all sides, header and page #s, double spaced, times new roman font size 12). You may use 1 title page and make the 4 evaluations the body of the paper. (no abstract or reference page needed). You should name your additional evaluators and how they were chosen (friend, sorority sister, kidnapped, etc.) in the introduction of the first evaluation and then use their first names or initials thereafter. Part 1 should be e-mailed to me no later than midnight, Tuesday, March 6th.

**Part 2:**

* You will develop a power point presentation with a proposal for the promotion of a health behavior that is geared toward college students. Pretend that you are going to present it to the powers-that-be on campus and should include at least one slide for each of the following:

Introduction

This is the lead in to your presentation

* The target behavior and why it is important to promote to college-aged individuals.

On this slide you are going to present the topic your promotion focuses on and why you think it is important to do so. What is your evidence. This may include statistics about the behavior, negative outcomes, positive outcomes if behavior is changed, etc.

* The target audience (where your target will be college aged-students, you may pick a smaller population such as your dorm, sorority /fraternity, psychology majors, etc.)

Why is this important to promote to college aged students. Again, what is your evidence. If you are going to promote it to a smaller group, why that group. If you are promoting it to the whole campus, why.

* How you will promote the health behavior (advertise, etc.) including how you will make your audience aware of the website that is part of your proposal (below) with examples. (Are you going to use posters, slogans, etc.?) Also should include how you plan to test your methods of promotion prior to you kicking off the larger promotion.

Here you will give a detailed plan of how you will promote the project. Will you use social media, posters, a plane flying over campus pulling a sign, etc. You should offer an example(s) of your promotion materials. This should really be a step by step plan if you were really doing this. You also need to talk about how you have tested your plan on a smaller scale to see if students think your materials are noticeable, interesting etc. This is what you did in the first part of the project, evaluated the effectiveness of available information, but here you should have a plan for how your promotion has been pre-tested and evaluated for potential effectiveness. Most offices who are going to possibly give you money are going to ask for this to be sure their money is well spent.

* An overview of a web-site that you will develop about the health behavior including an example of your landing page which will display the pages that will be available on the site (see included example).

Here you show the landing page of your web site and what information is going to be offered. Examples are encouraged but you do not have to give every detail of every bit of information that might be available. For example, in your presentation you might tell Wes a question that is fairly common that will be answered on your FAQ page if you have one. This example would not necessarily be one of your slides but be part of your notes page talked about next.

* Each slide should include a note page with your explanation of the slide

On the note pages you are basically writing the narrative of your presentation. Pretend you are showing the slide to whomever you are presenting your proposal to, and talking to them. What you are saying is what you have on your note page.

* Your slide presentation should be submitted to me by e-mail no later than Tuesday, April 10th.
* Once I have received all of the presentations, I will make them available to the class. Everyone in the class will evaluate at least 2 of the presentations and give feedback about the presentation. These will be given to the author of the proposal. An evaluation form will be used for this and will be made available when we do the evaluations in April.