University of North Carolina at Chapel Hill
Gillings School of Global Public Health

PUBH/PHNU 748—Policy Development
Distance Learning Course
Fall 2014
Classes start August 19, 2014 and end December 3, 2014

Faculty: Susan Randolph, MSN, RN, COHN-S, FAAOHN
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Credits: 2 or 3 credits

Course Prerequisites: None

COURSE DESCRIPTION

This course is designed to provide students in various disciplines, such as nursing, medicine, public health, etc., an opportunity to develop a comprehensive knowledge of how health policy is formulated, ways to influence the policy development process, and how policy impacts public health practice. There is emphasis on applications of local, state, and/or federal policy within community settings. Policy development includes:

- Informing, educating, and empowering people about health issues,
- Mobilizing community partnerships to identify and solve health issues, and
- Developing policies and plans that support individual and community health efforts.

OBJECTIVES

1. Define policy and policy development.
2. Describe theories of the policy process.
3. Identify and apply the stages of policy development process.
4. Describe your role in influencing policy development.
5. Examine the role of the media including the effects of social media on policy development and implementation.
6. Examine how corporate policy practices influence health.
7. Identify key stakeholders in the policy making process and how they influence policy decisions.
8. Discuss the policy making process in the U.S. including regulatory and legislative aspects.

TEACHING METHODS

Lectures/discussion forums
Group work
Assigned readings/resource list
Preparation of written assignments and activities

REQUIRED READINGS

There is no required text per se. The readings are from a variety of health policy and health leadership textbooks, as well as from pertinent articles on selected topics such as role in policy development, advocacy, coalition development and effectiveness, and corporate policy practices on health. The readings are through eReserves and can be accessed by links in the Sakai site to the Health Sciences Library. Various websites are also used and may be found in the appropriate area of the course or in External Links.

COURSE REQUIREMENTS (2 credits)

Module	Assignments	Assignment Type/	Percentage of Grade	Assignments Due*
1	**Fable** "A Contemporary Fable: Upstream/ Downstream"	Individual	15%	Sept. 2, 2014*
	Discussion Forum #1 Role in Policy Development	Individual	10%	Sept. 2-8, 2014
2	**Mini Paper #1 (Policy Stages 1 & 2)**	**Group**	20%	Oct. 6, 2014
	Discussion Forum #2 Impact of Corporate Practices on Health	Individual	10%	Oct. 6-13, 2014
	Policy Meeting Attend policy meeting in community	Individual	15%	Dec. 1, 2014
3	**Mini Paper #2 (Policy Stages 3 & 4)**	**Group**	20%	Nov. 10, 2014
	Discussion Forum #3 Media Influences on Policy	Individual	10%	Nov. 10-17, 2014
	Course Evaluation	Individual	N/A	End of semester

*** All assignments are due on Mondays, by 12:00pm (noon) Eastern Time. Note the exception of *Tuesday, September 2* as Monday, September 1 is Labor Day holiday.**

COURSE REQUIREMENTS (3 credits)

Module	Assignments	Assignment Type/	Percentage of Grade	Assignments Due*
1	**Fable** "A Contemporary Fable: Upstream/ Downstream"	Individual	5%	Sept. 2, 2014*
	Discussion Forum #1 Role in Policy Development	Individual	10%	Sept. 2-8, 2014
2	**Mini Paper #1 (Policy Stages 1 & 2)**	**Group**	20%	Oct. 6, 2014
	Discussion Forum #2 Impact of Corporate Practices on Health	Individual	10%	Oct. 6-13, 2014
	Policy Meeting Attend policy meeting in community	Individual	10%	Dec. 1, 2014
3	**Mini Paper #2 (Policy Stages 3 & 4)**	**Group**	20%	Nov. 10, 2014
	Discussion Forum #3 Media Influences on Policy	Individual	10%	Nov. 10-17, 2014
4	**Discussion Forum #4** Values, Ethics, and Effect on Policy	Individual	10%	Nov. 24 - Dec 1, 2014
	Activity Compare 4 Different Models of Health Care	Individual	5%	Dec. 3, 2014
	Course Evaluation	Individual	N/A	End of semester

***All assignments are due on Mondays, by 12pm (noon) Eastern Time. Note the exception of *Tuesday, September 2* as Monday, September 1 is Labor Day holiday.**

See Assignment Matrix for details.

HONOR CODE

The University of North Carolina at Chapel Hill has had a student-administered honor system and judicial system for over 100 years. The system is the responsibility of students and is regulated and governed by them, but faculty share the responsibility. If you have questions about your responsibility under the honor code, please bring them to your instructor or consult with the office of the Dean of Students or the Instrument of Student Judicial Governance. This document, adopted by the Chancellor, the Faculty Council, and the Student Congress, contains all policies and procedures pertaining to the student honor system. Your full participation and observance of the honor code is expected.

Information about the Honor Code is listed in the Student Handbook. All written work should be submitted with the following pledge with your signature: "On my honor, I have neither given nor received unauthorized aid on this assignment."

VALUING DIVERSITY

Promoting and valuing diversity in the classroom enriches learning and broadens everyone's perspectives. Inclusion and tolerance can lead to respect for others and their opinions, which is valuable in itself and is critical to maximizing the learning that occurs in this course. Therefore, this class follows principles of inclusion, tolerance, and respect for multiple and diverse points of view.

OTHER

1. By enrolling as a student in this course, you agree to abide by the UNC-Chapel Hill policies related to the Acceptable Use of online resources. Please consult the Acceptable Use Policy (http://help.unc.edu/1672) on topics such as copyright, net-etiquette, and privacy protection.
2. As part of this course, you may be asked to participate in online discussions or other online activities that may include personal information about you or other students in the course. Please be respectful of the rights and protection of other participants under the UNC-Chapel Hill Information Security Policies (http://its.unc.edu/ITS/about_its/its_policies/index.htm) when participating in online classes.
3. When using online resources offered by organizations not affiliated with UNC-Chapel Hill, such as Google or Youtube, please note that the Terms and Conditions of these companies and not the University's Terms and Conditions apply. These third parties may offer different degrees of privacy protection and access to rights to online content. You should be well aware of this when posting content to sites not managed by UNC-Chapel Hill.
4. When links to sites outside of the unc.edu domain are inserted in class discussions, please be mindful that clicking on sites not affiliated with UNC-Chapel Hill may pose a risk for your computer due to the presence of malware on such sites.

EVALUATION

All students are expected to complete the on-line course evaluation during the two week time window at the end of the course as listed on the UNC Academic Calendar. You should receive an email guiding you in the process. Course evaluations are important so improvements can be made in the course.

GRADING SCALE

H: 93 to 100
P: 85 to 92
L: 80 to 84
F: Below 80