

COURSE SYLLABUS

CPH 7633 Public Health Strategies for Tobacco Control (3 credit hours)

Semester: Spring 2005
Class Hours: 3:10-6:00 pm Tuesdays
Class Location: CHB 202

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Office Hours: 1:30-2:30 pm Tuesdays
And by appointment

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Course Description

This course provides an overview of the history, health effects, politics, and prevention of tobacco abuse. This interdisciplinary course is designed for MPH students who have completed the public health core courses and are prepared to examine tobacco abuse from all perspectives: epidemiological, psychosocial, political, economic and environmental. Through readings, presentations, case studies, and projects, students will explore the multidimensional aspects of tobacco abuse and their implications for public health.

Prerequisite

Completion of five public health core courses (BSE 5113, BSE 5163 , HPS 5213, HAP 5453, OEH 5013)

Learning Objectives

At the conclusion of this course the student should be able to:

1. Describe the historical and contemporary use of tobacco products and their medical and health consequences.
2. Understand the tobacco addiction process and identify effective approaches to treatment.
3. Identify Tobacco Industry tactics to market their products and influence policy-makers.
4. Explain the public health impact of second hand smoke, and policies to reduce exposure.
5. Describe the components of a comprehensive tobacco control program.

6. Demonstrate the knowledge and skills necessary to begin to design, implement and evaluate research projects and intervention programs that address the prevention and treatment of tobacco use.

Conduct of the Course

1. Format: The course will include lectures and group discussion.
2. Assigned reading: Students are responsible for completing the assigned reading and should be prepared to discuss this material in class.
3. Assignments: All homework assignments are due at the beginning of class the week following their assignment unless otherwise specified. No late submissions will be accepted unless approved in advance. Homework submissions are to be professionally prepared, i.e. they will be of a neat and orderly appearance, grammatically correct, and devoid of spelling errors.
4. Examinations: A midterm examination will be given during the course. **All students must take the exam at the OKC or Tulsa sites.**
5. Presentation: Students will be asked to prepare a Powerpoint presentation as part of the final project. Depending on technological capabilities, students may be asked to travel to either the OKC or Tulsa site for the presentation.

Method of Evaluation and Grading

Grading follows an un-weighted 10-point scale:

A = 90+ B = 80-89 C = 70-79 D = 60-69 F = less than 60

Grades will be based on the following:

Class attendance and participation	10%
Group and individual assignments	20%
Exam	35%
Final Project	35%

Course Materials

No single text is required for the course. Web-based resources and required readings will be posted on the Blackboard course site.

Recommended reference (not required): Ferrence R, Slade J, Room R, and Pope M (eds.). *Nicotine and Public Health*. American Public Health Association, 2000.

Course Outline

Date	Topic	Faculty Lead
1-18-05	Introduction to course; Respecting traditional tobacco	Beebe/Cleaver
1-25-05	History of tobacco; Epidemiology of tobacco abuse; Sources of data	Cleaver/Beebe
2-01-05	Medical/health consequences of tobacco abuse	Cleaver
2-08-05	Nicotine addiction and tobacco dependence; Approaches to treatment	Beebe
2-15-05	Spit tobacco; Harm/risk reduction; Product design	Cleaver
2-22-05	Tobacco policy and politics	Beebe
3-01-05	Tobacco Industry tactics: What do the documents tell us?	Beebe
3-08-05	Clean indoor air; second hand smoke	Beebe
3-15-05	SPRING BREAK	
3-22-05	Exam 1	Beebe/Cleaver
3-29-05	Comprehensive programs to reduce tobacco use: Overview	Cleaver
4-05-05	Community-based interventions	Cleaver
4-12-05	Counter marketing; media advocacy	Cleaver
4-19-05	Increasing cigarette taxes and price	Beebe
4-26-05	Disparity and special populations; international issues	Cleaver
5-03-05	NO CLASS: Students Prepare for Final Project Presentations	
5-10-05	Student Final Project Presentations	Cleaver/Beebe

Academic Misconduct

The hallmark for all public health professionals is professional and academic integrity. The administration and faculty adhere to these standards and we believe it is our obligation and responsibility to impart these values to you as emerging professionals. In this regard, the College enforces the University policies for Academic Misconduct and we remind you that you are responsible for being familiar with and adhering to the requirements of the OUHSC Academic Misconduct Code. According to the Code:

“Academic Misconduct includes any act which improperly affects the evaluation of a student’s academic performance or achievement, including but not limited to the following: (a) Cheating: the use of unauthorized materials, methods, or information in any academic exercise, including improper collaboration; (b) Plagiarism: the representation of the words or ideas of another as one’s own, including: 1) direct quotation without both attribution and indication that the material is being directly quoted; e.g., quotation marks; 2) paraphrase without attribution; 3) paraphrase with or without attribution where wording of the original remains substantially intact and is represented as the author’s own; 4) expression in one’s own words, but without attribution, of ideas, arguments, lines of reasoning, facts, processes, or other products of the intellect where such material is learned from the work of another and is not part of the general fund of common academic knowledge; (c) Fabrication: the falsification or invention of any information or citation in an academic exercise; (d) Fraud: the falsification, forgery, or misrepresentation of academic or clinic work, including the resubmission of work performed for one class for credit in another class without the informed

permission of the second instructor; or the falsification, forgery, or misrepresentation of other academic or medical records or documents, including admissions materials, transcripts, and patient records; or the communication of false or misleading statements to obtain academic advantage or to avoid academic penalty; (e) Destruction, misappropriation, or unauthorized possession of University property or the property of another; (f) Bribery or intimidation; (g) Assisting others in any act proscribed by this Code; or (h) Attempting to engage in such acts. It is the responsibility of each faculty member and each student to be familiar with the definitions, policies, and procedures concerning academic misconduct.”

The code may be found in Appendix C of the OUHSC Faculty Handbook, available online at http://www.ouhsc.edu/provost/faculty_handbook/PDF/FacHandbookAppenC.pdf , and in the College of Public Health Bulletin at http://www.coph.ouhsc.edu/coph/Student_Bulletin.asp . You are cautioned to be particularly aware of the definition and consequences of plagiarism, cheating, fabrication and fraud.

Reasonable Accommodation for Disabilities

The University of Oklahoma is committed to providing reasonable accommodation for all students with disabilities. Students with disabilities who require accommodation in this course are requested to speak with the professor as early in the semester as possible. Students with disabilities must be registered with the Vice Provost for Academic Affairs (271-2332) prior to receiving accommodations in this course.

Registration and Withdrawal

You are responsible for being sure that all University paperwork required for this course is done correctly and turned in before the deadline. In particular, if you choose to withdraw from this course you must complete the appropriate University form, obtain the required signatures, and turn the form in before the deadline. If you stop attending the course and doing the course work without doing the required paperwork your grade will be calculated with missed homework and examination grades entered as zero. This could result in receiving a grade of F in the course. Deadlines are shown in the Academic Calendar, which is available from the Office of Admissions and Records or online at <http://www.ouhsc.edu/admissions/>.