



PREVENTION OF
OVERWEIGHT AND OBESITY

PHS664

Course Description and Objectives

Description

This online course focuses on overweight and obesity prevention, with a strong focus on pediatric obesity, by examining different environments that impact determinants of obesity. Utilizing the social-ecological model (SEM) as a framework for population-level interventions, this course will lead you to design an intervention to address or prevent obesity in your chosen environment of interest. Lead by multiple instructors with various fields of expertise related to obesity, including input from multiple practitioners in the field of public health practice, you will be exposed to a rich and diverse set of perspectives and means through which obesity can be prevented.

A key aspect of this newly designed online course is the incorporation of micro-blogging for collaboration and rapid dissemination of obesity related work and information. Grounded in the necessity for communication and outreach for future public health professionals, you will author weekly blogs that reflect and comment on the latest findings or research in obesity prevention. Along the way you will have the opportunity to learn about evidence based interventions, the importance of advocacy and public policy, as well as the impact of multidisciplinary collaborations in the development and sustainability of interventions. Coursework will culminate in the creation of a public-facing poster, describing your own potential intervention that will be posted to your blog. This will be made available to the public and a large network of obesity prevention groups and partners statewide.

Objectives

At the end of this course, students should be able to:

- Recognize and assess the multifactorial determinants of the obesity epidemic.
- Understand the role and evidence-based strategies to address nutrition and physical activity behaviors using policy, environmental and systems change.
- Apply the Social Ecological Model to an obesity prevention intervention.
- Identify steps and procedures to effectively design, implement, and evaluative evidence-based obesity prevention interventions.



PREVENTION OF
OVERWEIGHT AND OBESITY
PHS664

Course Schedule

Important: **ALL TIMES CENTRAL**

Week	Environment	Intervention Design Project and Dissemination Activities	Begin Date	End/Due Date	Weight (points)
Week 1	Orientation to Prevention of Overweight and Obesity	<ul style="list-style-type: none"> Introduce Yourself 	Sunday September 14, 12:05 am	Friday September 19, 11:55 pm	Ungraded
		Intervention Design Project: Step 1 - Determine Focus			Ungraded
Week 2	Legislation/Policy, and Social-Ecological Model	<ul style="list-style-type: none"> Intervention Design Project: Step 2 - Literature Review 	Saturday September 20, 12:05 am	Friday September 26, 11:55 pm	4 points
		Social Media Postings (Medium.com)			5 points
Week 3	School Environments	<ul style="list-style-type: none"> Intervention Design Project: Step 3 - Intervention Design and Description 	Saturday September 27, 12:05 am	Friday October 3, 11:55 pm	7 points
		Social Media Postings (Medium.com)			5 points
Week 4	Community Setting / Food System Environments	<ul style="list-style-type: none"> Intervention Design Project: Step 4 - Evaluation Plan 	Saturday October 4, 12:05 am	Friday October 10, 11:55 pm	7 points
		Social Media Postings (Medium.com)			5 points
Week 5	Preschool / Childcare Environments	<ul style="list-style-type: none"> Intervention Design Project: Step 5 - Draft Poster 	Saturday October 11, 12:05 am	Friday October 17, 11:55 pm	Ungraded
		Social Media Postings (Medium.com)			5 points

Week 6	Community Setting / Built Environments	<ul style="list-style-type: none"> Intervention Design Project: Step 6 - Peer Review 	Saturday October 18, 12:05 am	Friday October 24, 11:55 pm	12 points
		Social Media Postings (Medium.com)			5 points
Week 7	Healthcare Environments	<ul style="list-style-type: none"> Intervention Design Project: Step 7 - Incorporate Feedback 	Saturday October 25, 12:05 am	Friday October 31, 11:55 pm	Ungraded
		Social Media Postings (Medium.com)			5 points
Week 8	Worksite Environments	<ul style="list-style-type: none"> Intervention Design Project: Step 8 - Publish your Posters 	Saturday November 1, 12:05 am	Friday November 7, 11:55 pm	40 points

Course Access

Your access to this course will continue for the duration of the current term. You will not have access to this course once the next term begins.

PREVENTION OF
OVERWEIGHT AND OBESITY
PHS664

About the Course Authors



Alex Adams

Dr. Alexandra Adams is an Assistant Professor in the Department of Family Medicine, University of Wisconsin School of Medicine and Public Health. She is currently practicing at the [UW Health Pediatric Fitness Clinic](#). Her special interests include pediatric nutritional problems, obesity, metabolic syndrome and indigenous diets and health. Dr. Adams places a special emphasis on working in partnership with families and children to help them make healthier lifestyle choices.



Aaron Carrel

Dr. Aaron Carrel received his medical degree from the University of Buffalo School of Medicine and completed residency training in pediatrics and fellowship training in pediatric endocrinology at the University of Wisconsin Children's Hospital. He is board-certified in pediatrics and pediatric endocrinology, with special interests in childhood growth and weight disturbances, and Prader-Willi syndrome. Dr. Carrel is also medical director of the [UW Health Pediatric Fitness Clinic](#) in Madison, Wisconsin.



Amy Meinen

Amy Meinen, MPH, RD, CD, is a registered dietitian with training in public health and has over 14 years of experience working on preventing obesity at the state and local level. Prior to coming to UW, Amy first worked as a pediatric nutritionist for the Ho-Chunk Nation Health Department as part of a pediatric weight management program for tribal children and adolescents. She most recently worked for the Wisconsin Department of Health Services' Nutrition, Physical Activity and Obesity Program as a state nutrition coordinator. Amy is now the director of the Wisconsin Obesity Prevention Network, which is housed at the UW-Madison's School of Medicine and Public Health. She is responsible for using Collective Impact and community engagement to align partners, efforts and resources to more effectively address obesity in Wisconsin.



PREVENTION OF
OVERWEIGHT AND OBESITY
PHS664

Communication

Email / Discussions

Questions relating to **academic issues** (e.g., course content, deadlines, etc.) should be posted on the “Ask the Instructors” discussion board. This allows other students to benefit from your question as well. Discussion topics can be accessed by clicking **Discussions** on the course navigation bar above.

Your instructors check their email and the “Ask the Instructors” discussion topic periodically. While all three instructors are widely versed and experienced in all the environments studied, they also have their areas of specialization.

Alex Adams specializes in early childhood and healthcare environments. Alex will be logging into the course and checking the “Ask the Instructors” discussion board on Fridays. You can expect a response from her approximately once a week. Alex can also be reached by email at alex.adams@fammed.wisc.edu. Alex will do her best to respond to emails within 48 hours. Alex will not be answering emails on weekends.

Aaron Carrel specializes in schools, physical activity, and healthcare. Aaron will be logging into the course, and checking the discussion board on Mondays and Wednesdays. You can expect a response in the discussion boards from Aaron in approximately 2 - 3 days. Alternatively, you can reach him by email at alcarrel@wisc.edu. Aaron will respond to your emails within 24 - 48 hours. He will not be checking email on weekends.

Amy Meinen specializes in public policy, school nutrition, food systems, early childhood and intervention design. Amy will be logging into the course on Tuesdays and Thursdays. You can expect a response from Amy in the “Ask the Instructors” discussion boards in approximately 24 hours. Alternatively you can reach Amy at ameinen@wisc.edu. Amy will do her best to respond to emails within 24-48 hours. Amy may check email on the weekends.

A “General Discussion” topic has also been made to allow you to communicate with your peers in the course. Your instructors may drop in on this discussion topic but will not participate in the discussions.

News

Your instructors use the News section of the Course Home page to make announcements during the term to communicate new or changing information as needed.

To ensure you are viewing the complete list of news items, you may need to click **Show All**.

Technical Difficulties

If you experience a technical difficulty, or believe parts of the course are functioning erroneously, please post your observations to the “Technical Difficulties” discussion board. Your peers and the instructors will benefit from you

observations. Additionally, consider offering solutions to your peers, if you feel you know how to resolve an issue.

Any content specific concerns, (i.e., broken links) should be brought to the instructors' attention.

Should you encounter issues with the hosting platform (Learn@UW) please contact the DoIT Help Desk, or search through the "[Desire2Learn Basic information for Students](#)" documents. Both of these resources are located on the course homepage in the "Getting Started" and "Help & Support" widgets.



PREVENTION OF
OVERWEIGHT AND OBESITY

PHS664

Materials and Resources

Textbook

Required

- There is no required textbook for this course. However, you should familiarize yourself with the [Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation \(Institute of Medicine\) report](#). This IOM report is a landmark publication that outlines why obesity is a problem and proposes solutions within a systems based approach to resolve it. This report can be read online. Alternatively, you can also download a free .PDF of the the report. However, you have to register on the Institute of Medicine website.

Software

- This course revolves around researching an [Intervention Design Project](#) that will culminate in the creation of a poster. You are expected to have the appropriate software that can enable you to create and design a poster, as well as export said poster to a .PDF file format. [Microsoft PowerPoint](#) is recommended, however, you may use any software that you are comfortable with, provided it has the aforementioned capabilities.
- This course also utilizes contemporary resources available on the internet. Make sure you are using a web-browser that is current, up to date, and has the ability to run pages that **utilize HTML 5**. This is a requirement. Current, updated versions of [Mozilla Firefox](#) or [Google Chrome](#) meet these requirements. If you are unsure what browser you should use or need to know where to upgrade, go to [browsehappy.com](#).

Resources

- There are a multitude of resources available across all environments. We have collected these, and organized them on a single page. Visit the [Practitioner's Resource Page](#) to see what is available.



PREVENTION OF
OVERWEIGHT AND OBESITY
PHS664

Grade Breakdown

The following table represents the grade breakdown of this course.

Activities and Assignments	Points
Intervention Design Project	30 points
Step 1 - Determine Focus	Ungraded
Step 2 - Literature Review	4 points
Step 3 - Intervention Design and Description	7 points
Step 4 - Evaluation Plan	7 points
Step 5 - Draft poster	Ungraded
Step 6 - Peer Review	12 points
Step 7 - Incorporate Feedback	Ungraded
Social Media Postings	30 points (Maximum of 5 points for each posting)
Completed Poster (Step 8 - Publish your Poster)	40 points

Grades

Course grades will be based on each individual's absolute score from the graded material. Grades will not be curved. You will earn the grade for this course that corresponds with the following point distribution:

- A: ≥93 points
- AB: 88-92 points
- B: 83-87 points
- BC: 78-82 points
- C: 73-77points
- D: 65-72 points
- F: 0-64 points



PREVENTION OF
OVERWEIGHT AND OBESITY
PHS664

Course, Department, and University Policies

Course Policies

Attendance and Participation

Participation is MANDATORY . The course is designed for high levels of participation. You are expected to have read the assigned readings prior to commenting on the discussion board or completing your assignments.

Late Assignment Policies Late assignments will result in a 2 point deduction for every 24 hour delay. This can be waived in advance for certain reasons (e.g., religious holidays, illness, required commitments, etc).

Policy on Student Concerns/Complaints

Any student who has a concern or complaint specific to the course should first talk with one of the course instructors. If the solution is not satisfactory, the student should discuss the situation with the MPH Program Director or Associate Director in the Department of Population Health Sciences.

Policy on Academic Integrity

“Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions” (UWS 14.01). If you have any questions about the interpretation of this policy, please see the course instructor.

Students with Disabilities or Special Needs

The McBurney Disability Resource Center, 263 - 6393, provides academic support services to students with disabilities. Students seeking accommodation should contact the center and request assistance as early as possible, preferably at least eight weeks prior to the date of anticipated need. It is the responsibility of students to inform faculty, in a timely manner, of their request for accommodation. Faculty, either directly or in coordination with McBurney, will work with students to identify and provide reasonable instructional accommodation.



PREVENTION OF
OVERWEIGHT AND OBESITY

PHS664

Intervention Design Project

Description

Your task this semester is to research and develop an Intervention Design. Your interventions will be compiled into posters.

There are eight (8) steps to the Intervention Design Project. Think of them as 'checkpoints'. Each week you will draft a piece of the project, submitting it for evaluation and feedback. Each piece submitted should be revised to address instructor's comments and queries. The final draft will also include any revisions based on feedback from your peers. You will compile your work and create a poster, to be presented in Week 8.

Each step will be submitted to the appropriate Dropbox by the date indicated in the [Course Schedule](#). Dropboxes can be accessed by clicking **Dropbox** on the course navigation bar.

Below is a breakdown of each step:

Step 1: Determine Focus.

Due: Beginning of Week 2

Step 2: Literature Review. Write a two-page summary on your intervention that utilizes peer-reviewed literature.

Due: Beginning of Week 3

Step 3: Intervention Design and Description. Write a two-page description of your intervention design using the SEM rubric.

Due: Beginning of Week 4

Step 4: Evaluation Plan. Write a one-page description of the evaluation measures for your intervention.

Due: Beginning of Week 5

Step 5: Draft Poster. Submit a draft poster that outlines your intervention (must include: background, methods, results, findings, future implications) and post to the **Peer Review Discussion Board**.

Due: Beginning of Week 6

Step 6: Peer Review. Peer review and provide feedback on two of your colleagues' posters.

Due: Beginning of Week 7

Step 7: Incorporate Feedback. Incorporate the feedback you received from your peers into your poster.

Due: Beginning of Week 8

Step 8: Publish your Posters. This will be an opportunity for you to share your poster and some of what you have learned with a broad audience.

When Designing your Poster - DO

Consider your audience

- What do they already know?

Be organized

- Don't fight gravity! Organize your poster in a logical flow.
 - Use columns, headings

Use visuals

- Pictures
- Charts, graphs, tables (legends and labels)
- Captions! Describe what figures mean

Use color sparingly (1-2 colors)

- Pull color from images, repeat in charts

Leave yourself enough time

- Check printer schedule
- Have a friend proofread

Give credit where it's due

- Your name, references/works cited, acknowledgments

When Designing your Poster - DO NOT

Try to fit every detail on your poster

- Focus on: Key connections, implications
- Pare down the text
- Plain language (no jargon, acronyms)
- Examples

Use busy fonts

- Make sure text is easily legible. Consider Arial, Helvetica, or other sans-serif fonts.

Use too many colors

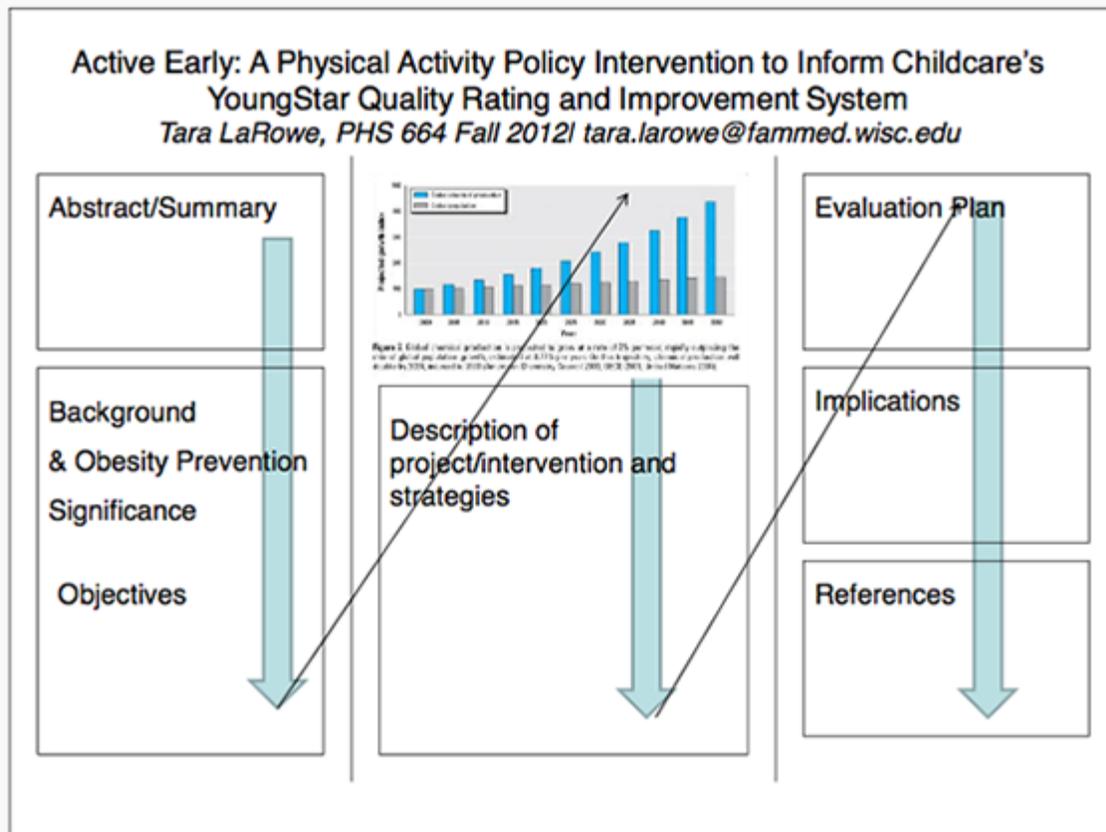
- Use only one or two colors, in conjunction with black and white. Make sure the colors don't obstruct the legibility of the text, diagrams, graphs, or charts.

Poster Specifications and Guidelines

- You may create your poster in any software that you are most comfortable with. PowerPoint is commonly used. If you choose to use another program, **you must be sure that it can export your finalized poster as a PDF. This is a requirement!** Make sure the program you choose has the capacity to do this before you start.
- **Please design your posters to be 48" wide x32" tall.**

Poster Organization

- Below is a template that demonstrates a logical flow in a poster. Please familiarize yourself with this template.



Sample Posters



Poster #1



Poster #2



Poster #3



PREVENTION OF
OVERWEIGHT AND OBESITY

PHS664

Social Media Postings

Description

An essential component of the prevention of overweight and obesity is the public-facing advocacy work that must be done to implement change. While understanding and researching evidence-based practices are necessary, the ability to spread the word and disseminate information on how to prevent obesity is crucial for the success of any intervention.

Throughout this course, you will be creating your own social media presence with the intent to inform the public of the research and evidence that is currently available around the prevention of obesity in each setting. This will help you practice this type of communication that is an important part of public health and clinical information dissemination.

Starting in Week 2, you will write a reflection article, “blog”, to be posted (via your own account that you are responsible for setting up) to the Web-blogging site, [Medium.com](https://medium.com).

When you have created your account, email your unique Medium URL/profile (ex. <https://medium.com/@buckybadger>) to Amy Meinen.

Your reflections are expected to be roughly 250-500 words, and should make specific reference (citations) to the weekly course articles and the media content for each week. What was revealing to you? What surprised you? How could you synthesize this information in a way that is accessible to the public? What particular challenges are unique to this environment? You may also include any relevant “grey” literature or current news stories so long as you link back to the ideas presented in the readings.

Your instructor’s will be compiling your individual URL postings and disseminating them to a list of local obesity partners in an effort to increase awareness and generate a dialogue regarding obesity prevention. Your target audience will be local coalition leaders, local public health departments, state agencies, and advocacy partners. The blog should be engaging, informative and not too formal. You will have statewide readership - make your thoughts count!

You are required to post once a week (starting in week 2, ending in week 7). In the end you will author at least 6 posts. If you feel compelled you can always author more.

How to Submit Your Assignment

To submit your posts, first compose and publish them to Medium.com. When published, copy the posting URL and paste it as a discussion board posting in the appropriate week (i.e., Week 3 Posting).

Your blog postings are due on Medium.com and their unique URL's posted in the Learn@UW Discussion boards by 11:55pm at the end of each week as outlined in the [Course Schedule](#).

How to Setup a Medium.com account

1 Orientation

Navigate to medium.com. In the top right-hand corner of your screen, there will be a "New Story" button. Press this button. **If you do not see this button**, make sure you are using an up to date browser. Refer to [Materials and Resources](#) or [Browsehappy](#) if you are unsure what browser version you have.



2 Logging In

You will be forwarded to the following Login page. Medium.com requires you to log in with either a [Twitter](#) or [Facebook](#) account. If you don't have a Twitter or Facebook account, will you need to sign up for one. Choose either option, and enter your credentials.



3 Composing

Once logged in, you will be taken to the following screen – it will look almost blank. There will be a prompt for you to enter a title for your post, and to begin writing. Type in the title of your posting, and start composing. You can create new paragraphs by pressing the 'enter' or 'return' button on your keyboard. When you create a new paragraph you will have the option of adding in images, videos, or embedded media. Your postings are automatically saved as drafts until you choose to publish them.



To publish your posting, click the arrow in a circle in the top right-hand corner of your screen. A side bar will appear. A 'publish' button will again, be in the top right-hand corner of the screen. You will be asked to confirm that you want to publish.

4 Sharing

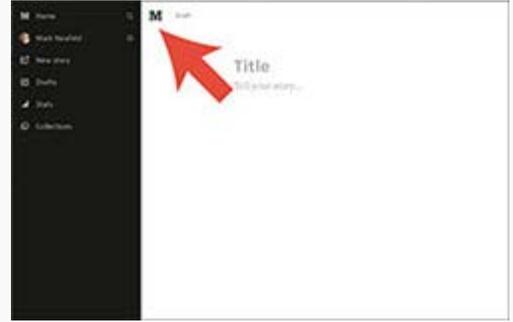
After that, you're all done! You can email the URL to others, compose a new post, or go back and edit your old post.

Questions?

5

Other options and account settings can be accessed by clicking on the “M” in the top left hand corner of your browser. From here, you can access your account information, write a new post, see your drafts, statistics, or any ‘collections’ (stories grouped by theme or topic)

Should you get stuck, at the bottom of the [Medium.com](https://www.medium.com) homepage, there is a help button that will send you to their [FAQ](#) and [Help Center](#).



How Your Blog Post Will Be Graded

Points	Criteria
5 points	Exceptional. The blog post is focused and coherently integrates examples with explanations or analysis. The post demonstrates awareness of its own limitations or implications, and it considers multiple perspectives when appropriate. The entry reflects in-depth engagement with the topic.
4 points	Good. The blog post is reasonably focused, and explanations or analysis are mostly based on examples or other evidence. Fewer connections are made between ideas, and though new insights are offered, they are not fully developed. The post reflects moderate engagement with the topic.
3 points	Underdeveloped. The blog post is mostly description or summary, without consideration of alternative perspectives, and few connections are made between ideas. The post reflects passing engagement with the topic.
2 points	Limited. The blog post is unfocused, or simply rehashes previous comments, and displays no evidence of student engagement with the topic.
1 points	Minimal. The blog post consists of one or two disconnected sentences.