

Learning Goal	Learning Objective	Course Objective	Learning Resources and Strategies	Evidence for Success	Target Date	Student Comments	Mentor Comments	Faculty Comments
Analyze Health Data and Professional Opinion	Research groups that area part of the Trent Radio audience and identify their health issues	Promote health for individuals, families and/or communities	<ul style="list-style-type: none"> - Trent Radio staff - TCCBE staff - Peer reviewed journals PCCHU and CELHIN web sites. Trent health services 	Identification of two target groups and their needs, issues and resources to support needs	End of January			
Analyze professional mass media and interpersonal communication as means for health promotion	Apply of social marketing principles and plans for health promotion of identified target groups	<ul style="list-style-type: none"> - Build individual/ Community capacity - Build relationships with individuals, families and/or community partners. 	<ul style="list-style-type: none"> - Trent Radio staff - TCCBE staff 	Develop a social marketing plan including: interviews , PSAs, promotion of other agency initiatives	Midterm with one target group			

Understand use of mass media to promote health	Learn how to produce radio for purposes of health promotion	Promote health for individuals, families and/or communities	<ul style="list-style-type: none"> - Trent Radio staff - TCCBE staff - Peer reviewed journals - evidence based research 	Radio production and research	By midterm with assistance			
Apply mass media and research knowledge to produce a public service announcement	Use studio B to record health promotion public service announcements	Demonstrate professional responsibility and accountability within a senior level student's scope of practice.	<ul style="list-style-type: none"> - Trent Radio staff - TCCBE staff 	Produce Radio shows and public service announcements	By Midterm with assistance			

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Understand demographics within the population	Analyze the different health trends, challenges, attributes, and issues affecting them	Facilitate access and equity.	Research studies, talk to the radio staff about their "audience"	Identify challenges, attributes, and issues for two target groups	End of January	Over the course of the semester we have looked at a number of different populations, and conducted some research into the health concerns that specifically affect them		
Analyzing & Critiquing Communication Techniques aimed at Target Populations	Work on professional communication, and how to tailor it to reach target populations	Build relationships with individuals, families and/or community partners	Become familiar with programming layout, and techniques through training and the assistance of programmers	Review programs, research the effects of radio on the public	By midterm with assistance	We tried to approach each PSA and feature with the target population in mind, and then used different techniques to best reach them		
Apply professional	Learn the basics of	Promote health for	Assistance of	Moch interview	By midterm	We have approached		

<p>onal mass media and interper sonal communic ation/In s and outs of radio producti on</p>	<p>radio broadcast ing, and how to develop programs</p>	<p>individual s, families, and/or communitie s. Demonstra te professio nal responsib ility and accountab ility within a senior level student's scope of practice</p>	<p>programmer s, research into the effects of the health media on the public</p>	<p>ews, mass media communi cation profess ionally , Develop PSAs, program s</p>	<p>with assista nce</p>	<p>health promotion in a number of different ways. We've done a few on-air interviews, and hosted Smooth Operator a number of times. We've tried to incorporate health into discussions on air. We've developed a number of health- related PSAs and feautres.</p>		
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