



Coordinator: Prof W Lam

Course Description: This course provides a comprehensive review of the social and behavioural science theories commonly used in public health. The utility of these theories in planning, implementing, and evaluating public health interventions and programs will be critically examined. The theories addressed in this Course not only limit to theories on individual-level, but also those taken a boarder perspective examining the role of health communication in influencing health behaviours.

Prerequisite: None

Tutor(s): Dr. Danielle Ng/ Ms Cecilia Tam/ Ms Baikong Mamid/
Dr Nason Tan/ Dr Phyu Phyu Thin Zaw/ Prof Julie Liao

Term 1 (Thursday)

Contact person: Dr Danielle Ng

Date	Time	Lecture Topic	Lecturer	Venue
04 Sept 2025	6:30 – 9:30 pm	1. Introduction: why study social and behavioral factors in public health?	Prof W Lam	TBC
11 Sept 2025	6:30 – 9:30 pm	2a. Planning a public health intervention program: the application of the Precede-Proceed Model (E-lecture) 2b. Tutorial	Prof W Lam Tutors: W Lam D Ng C Tam B Mamid N Tan PP Thin Zaw J Liao	TBC
18 Sept 2025	6:30 – 9:30 pm	3. Social marketing in public health (Guest speaker: Ms Baikong Mamid)	Prof W Lam	TBC
25 Sept 2025	6:30 – 9:30 pm	4. Health communication (Guest speaker: Dr. Pauline Luk & Prof. Mastao Kajimoto)	Prof W Lam	TBC
09 Oct 2025	6:30 – 9:30 pm	5. Community-based approaches to public health intervention (Guest speaker: Ms. Neda Ng & Dr. Fan Ning)	Prof W Lam	TBC
16 Oct 2025	6:30 – 9:30 pm	6a. Individual -based approaches to health behaviour intervention (e-lecture) 6b. Tutorial	Prof W Lam Tutors: W Lam D Ng C Tam B Mamid N Tan PP Thin Zaw J Liao	TBC



Date	Time	Lecture Topic	Lecturer	Venue
30 Oct 2025	6:30 – 9:30 pm	7. Group presentation: Application of PRCEDE Model (Assessment phase)	Tutors: W Lam D Ng C Tam B Mamid N Tan PP Thin Zaw J Liao	TBC
06 Nov 2025	6:30 – 9:30 pm	8a. Evaluating the public health impact of public health interventions (e-lecture) 8b. Tutorial	Prof W Lam Tutors: W Lam D Ng C Tam B Mamid N Tan PP Thin Zaw J Liao	TBC
27 Nov 2025	6:30 – 9:30 pm	9. Policy-based approach to public health intervention	Prof W Lam	TBC
04 Dec 2025	6:30 – 9:30 pm	10. Group presentation: Application of the PROCEED Model (Implementation phase)	Tutors: W Lam D Ng C Tam B Mamid N Tan PP Thin Zaw J Liao	TBC

Course Assessment: Project presentation: 40%
Individual written assignment: 60%

Recommended Textbook:

1. Coreil J. Social and Behavioural Foundations of Public Health. (3rd edition) (2024). Thousand Oaks: SAGE publication. ISBN 9781412957045
2. Hayden J. Introduction to health behavior theory. (4th edition) Burlington, MA: Jones & Barlett Learning ISBN:9781284231922
3. Edberg M. Essentials of Health Behavior: Social and Behavioral Theory in Public Health. (2nd edition) Sudbury, MA: Jones & Bartlett Publishers

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