

Course Title/Code: **Health Promotion and Health Education (MMPH6154)**

Department: School of Public Health

Objective: The course objectives are:

1. To gain an understanding of concepts and theories of health education and promotion.
2. To explain human behaviours and how to drive changes at the individual, small group, community and societal levels
3. To identify and analysis socioeconomic, political and environmental factors that impact on health and health-related human behaviour
4. To describe the importance of media, collaboration and communication in health promotion and education
5. To assess, plan and evaluate health promotion and health education approaches and actions

Content: Course topics include:

- Why health promotion
- Understanding behaviours and the issue of change
- Health promotion models
- Planning, the how and why
- Communication and learning
- Media, friend or foe
- Collaboration – never alone
- Evaluation, what, how and why
- Group work presentation
- Production of health education materials

Learning Outcomes

1. Identify the major theories and models commonly used in health education and promotion.
2. Apply knowledge and skills in health education and promotion in individual and public levels with the consideration of opportunities and barriers
3. Use a range of approaches to plan and appraise the health education and promotion programmes or materials
4. Enhance communicational and observational skills through in class and group activities

Prerequisite: None

Duration: 3 hours/week; 30 contact hours

**Continuous assessment/
Examination ratio:**

1. Pre-course assignment: 10%
2. Individual paper: 30%
3. Group presentatio: 30%
4. Production work: 20%
5. In class participation : 10%

Remarks Approval from the School must be sought prior to enrollment.