



**MMPH6109 Health Behaviour and Communication**

**Coordinator: Dr 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

**Term 1 (Thursday)**

**Tutor(s): Dr. Danielle Ng/ Ms Cecilia Tam/ Dr Julie Liao/ Ms Baikong Mamid**  
**Contact person: Dr. Danielle Ng**

Date	Time	Lecture Topic	Lecturer	Venue	Additional Venue
15 Sep 2022	6:30 – 9:30 pm	1. Introduction: why study social and behavioral factors in public health?	Dr W Lam	LT 3&4	/
22 Sep 2022	6:30 – 9:30 pm	2a. Planning a public health intervention program: the application of the Precede-Proceed Model (E-lecture) 2b. Tutorial	Dr W Lam Tutors: W Lam D Ng J Liao C Tam B Mamid	3SR-SR3, 3SR-SR4, HKJC-S3, Boardroom, Common Room	LT 3&4
29 Sept 2022	6:30 – 9:30 pm	3. Health communication (Guest speaker: Dr. Pauline Luk & Dr. James Kong)	Dr W Lam	3SR-LT2	/
13 Oct 2022	6:30 – 9:30 pm	4. Social marketing in public health (Guest speaker: Ms Baikong Mamid)	Dr W Lam	LT 3&4	/
20 Oct 2022	6:30 – 9:30 pm	5. Community-based approaches to public health intervention (Guest speaker: Ms. Neda Ng)	Dr W Lam	3SR-LT2	/
27 Oct 2022	6:30 – 9:30 pm	6a. Individual -based approaches to health behaviour intervention (e-lecture) 6b. Tutorial	Dr W Lam Tutors: W Lam D Ng J Liao C Tam B Mamid	SR1-4, HKJC-S2	LT1
03 Nov 2022	6:30 – 9:30 pm	7. Group presentation: Application of PRCEDE Model (Assessment phase)	Tutors: W Lam D Ng J Liao C Tam B Mamid	SR4, SR609, HKJC-S1A & B, HKJC-S2, 3SR-SR4	LT 3 & 4
10 Nov 2022	6:30 – 9:30 pm	8a. Evaluating the public health impact of public health interventions (e-lecture) 8b. Tutorial	Dr W Lam Tutors: W Lam D Ng J Liao C Tam B Mamid	SR1-4, 3SR-SR4	LT 3 & 4
17 Nov 2022	6:30 – 9:30 pm	9. Policy-based approach to public health intervention	Dr W Lam	LT 3&4	/



24 Nov 2022	6:30 – 9:30 pm	10. Group presentation: Application of the PROCEED Model (Implementation phase)	Tutors: W Lam D Ng J Liao C Tam B Mamid	SR1-4, HKJC-S2	LT 3 & 4
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**Course Assessment:** Project presentation: 40%  
 Individual written assignment: 60%

**Recommended Textbook:**

1. Coreil J. Social and Behavioural Foundations of Public Health. (2nd edition) (2009). Thousand Oaks: SAGE publication. ISBN 9781412957045
2. Hayden J. Introduction to health behavior theory. (2nd edition) Burlington, MA: Jones & Barlett Learning
3. Edberg M. Essentials of Health Behavior: Social and Behavioral Theory in Public Health. Sudbury, MA: Jones & Bartlett Publishers

HKJC-S3: Room G-05, G/F, The HKJC Bldg for Interdisciplinary Research, 5 Sassoon Road, Pokfulam, HK.

LT 3 & 4: Lecture Theatre 3 & 4, G/F, William MW Mong Block, 21 Sassoon Road, Pokfulam, HK.

SR1-4: Seminar Rooms 1-4, G/F Laboratory Block, Faculty of Medicine Bldg., 21 Sassoon Road, HK.

3SR-SR3: Seminar Room 402, 4/F, HKUMed Academic Building, 3 Sassoon Road, Pokfulam, HK

3SR-SR4: Seminar Room 403-403, 4/F, HKUMed Academic Building, 3 Sassoon Road, Pokfulam, HK

3SR-LT2: Lecture Theatre 2, 1/F, HKUMed Academic Building, 3 Sassoon Road, Pokfulam, HK

SR609: Seminar Room 609, 6/F, William MW Mong Block, 21 Sassoon Road, Pokfulam, HK.

HKJC-S1A & B: Room G-01 & G-02, G/F, The HKJC Bldg for Interdisciplinary Research, 5 Sassoon Road, Pokfulam, HK.

HKJC-S2: Room G-03, G/F, The HKJC Bldg for Interdisciplinary Research, 5 Sassoon Road, Pokfulam, HK.

Boardroom: G13, G/F, School of Public Health, The University of Hong Kong, 7 Sassoon Road, Pokfulam, HK

Common Room: Common Room, LB/F, School of Public Health, The University of Hong Kong, 7 Sassoon Road, Pokfulam, HK

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