



**MMPH6109 Health behaviour and communication (Semester 1)**

<b>Coordinator:</b>	Dr W Lam
<b>Delivery Mode of Lectures:</b>	Face to face
<b>Lecture Venue:</b>	TBC
<b>Final Examination:</b>	

**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

	<u>Date</u>	<u>Time</u>	<u>Lecture Topic</u>	<u>Lecturer</u>	<u>Venue</u>
1	14 Sept 2023	6:30 – 9:30 pm	1. Introduction: why study social and behavioral factors in public health?	Dr W Lam	TBC
2	21 Sept 2023	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	TBC
3	12 Oct 2023	6:30 – 9:30 pm	3. Health communication (Guest speaker: Dr. Pauline Luk & Dr. James Kong)	Dr W Lam	TBC
4	19 Oct 2023	6:30 – 9:30 pm	4. Social marketing in public health (Guest speaker: Ms Baikong Mamid)	Dr W Lam	TBC
5	26 Oct 2023	6:30 – 9:30 pm	5. Community-based approaches to public health intervention (Guest speaker: Ms. Neda Ng & Dr. Nason Tan)	Dr W Lam	TBC



6	02 Nov 2023	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	TBC
7	09 Nov 2023	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	TBC
8	23 Nov 2023	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	TBC
8	30 Nov 2023	6:30 – 9:30 pm	9. Policy-based approach to public health intervention	Dr W Lam	TBC
9	07 Dec 2023	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	TBC

**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

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