

Course Title	Health Promotion				
Course Code	MPH 613				
Course Type	Optional				
Level	Masters (2 <sup>nd</sup> Cycle)				
Year / Semester	2 <sup>nd</sup> year / 3 <sup>rd</sup> semester				
Teacher's Name	TBA				
ECTS	10	Lectures / week	N/A	Laboratories / week	None
Course Purpose and Objectives	The main goal of this course is to help students understand: (a) The theory and practice of health promotion and (b) The trends, challenges and intervention in health promotion.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>Analyse factors that determine health and factors that affect individual behaviour in health</li> <li>Recall the effect on inequalities in the healthcare sector</li> <li>Discuss theories and basic principles that concern interventions for health promotion</li> <li>Summarise the relationships between interventions for health, public health and health policies promotion</li> <li>Apply the required knowledge for health promotion</li> <li>Recognise the different approach practices that are applied for health promotion</li> <li>Recognise strategies and designs for the implementation and evaluation of health promotion programmes</li> <li>Demonstrate communication techniques and perceptions for health promotion</li> <li>Critically evaluate interventions in health promotion</li> <li>Design, implement and evaluate interventions in health promotion</li> </ul>				
Prerequisites	None	Required	None		
Course Content	Upon completion of this course students will be able to understand the decisive factors of health, the importance of the Alma Ata Declaration and of the Bangkok Charter for Health Promotion, as well as the principles, terms and assumptions of health promotion. They will gain knowledge on the inequalities in Health, and the health promotion approaches and models. They will understand the role of politics and health policies, the psychosocial				

	<p>behavioural change theories, the social factors that determine health and the consequences on an individual level. They will understand social behavioural change theories and moral issues in health promotion.</p> <p>They will become acquainted with designs and interventions in health promotion.</p> <p>They will develop and implement strategies for alcohol, smoking, obesity, dyskinesia and in general for all chronic diseases ranking high in population morbidity and mortality.</p>
<p>Teaching Methodology</p>	<p>Distance Learning</p>
<p>Bibliography</p>	<p><b>Educational Handbook:</b>  Beaglehole, R., Bonita, R. <i>Public Health at the Crossroads: Achievements and Prospects</i>, 2nd ed. Cambridge University Press: Cambridge, 2004.</p> <p><b>Recommended reading</b>  Farmer, R., Lawrenson, R. <i>Epidemiology and Public Health</i>. Medicine 5<sup>th</sup> edition. Blackwell Scientific Publications: Oxford, 2004.</p> <p>WHO, World Health Report 2002: Reducing Risks, Promoting Healthy Life. WHO, Geneva 2002.</p> <p><b><u>RECOMMENDED SCIENTIFIC JOURNALS:</u></b></p> <p><i>Bulletin of the World Health Organization</i></p> <p><a href="http://www.euro.who.int/en/what-we-publish/abstracts/evaluation-in-health-promotion.-principles-and-perspectives">http://www.euro.who.int/en/what-we-publish/abstracts/evaluation-in-health-promotion.-principles-and-perspectives</a></p> <p><a href="http://www.euro.who.int/en/what-we-publish/abstracts/health-promoting-school-the-international-advances-in-theory,-evaluation-and-practice">http://www.euro.who.int/en/what-we-publish/abstracts/health-promoting-school-the-international-advances-in-theory,-evaluation-and-practice</a></p> <p><a href="http://www.euro.who.int/en/what-we-publish/abstracts/health21-an-introduction-to-the-health-for-all-policy-framework-for-the-who-european-region">http://www.euro.who.int/en/what-we-publish/abstracts/health21-an-introduction-to-the-health-for-all-policy-framework-for-the-who-european-region</a></p> <p><a href="http://www.euro.who.int/en/what-we-publish/abstracts/impact-of-health-and-health-behaviours-on-educational-outcomes-in-high-income-countries-the-a-review-of-the-evidence">http://www.euro.who.int/en/what-we-publish/abstracts/impact-of-health-and-health-behaviours-on-educational-outcomes-in-high-income-countries-the-a-review-of-the-evidence</a></p> <p><a href="http://www.euro.who.int/en/what-we-publish/abstracts/injuries-and-violence-in-europe.-why-they-matter-and-what-can-be-done.-summary9">http://www.euro.who.int/en/what-we-publish/abstracts/injuries-and-violence-in-europe.-why-they-matter-and-what-can-be-done.-summary9</a></p>

Assessment	Examinations 50% On-going evaluation 50%
Language	English