

M Sc Public Health (Health Promotion)

COURSE CURRICULUM

Theory

Core Subjects

1. Health Promotion.

- Health Promotion Action: Community Mobilization – needs and assets assessment
- Needs assessment, definition, steps, collecting information for needs assessment
- Types of information, Stakeholders analysis, Sources of data
- Principles of practical, applied data collection
- Conducting gender sensitive needs assessment
- Methods of data collection for Needs Assessment
- Tools for community needs/assets assessment for Health Promotion
- Quantitative: Surveys, structured observations
- Qualitative: In-depth interviews, Focus group discussions
- Group participatory techniques – PLA/PRA
- Non-structured participant observations
- Case Studies
- Need Assessment Report Preparation
- Developing Health Promotion Action Plan

2. Health Education.

- Introduction: definition, concepts, principles & objectives
- Philosophy & history of Health Education
- Need & scope of Health Education
- Theories & Models of Health Education
- Health Education Approaches
- Peer education, participatory learning, non-formal education and adult education
- Roles and Responsibilities of Health Education Specialist
- Attributes of Health Education Specialist

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- Trends in Health Education
- Future issues in Health Education
- Organizational set up & administration of Health Education Services

3. Health Communication.

- Communication- Definition process & its application in health promotion & education.
- Models - Different models of Communication Process.
- Communication- Theories and Principles
- Factors influencing communication - Positive & Negative
- Different types of communication including Risk Communication
- Channels of Communication
- Audience Analysis / Audience Research
- Social Marketing
- Public Health Campaign
- Use of health communication to advance public health goals & objectives
- Community Involvement in Public Health Campaign
- Planning & Implementation of Public Health Campaign
- Evaluating Public Health Campaign
- Provider – patient communication, verbal communication between care providers & patients.
- Strategic planning for focused communications strategy in selected public health issue for
 - the community
- Counselling skills, intervention & communication for 'Life Skill Developments
- Communication Material Development, Pre-test, Use and Evaluation
- Communication for Advocacy
- Interaction with media
- Using appropriate methods & media for health promotion
- Patient education
- Social Marketing
- Advocacy
- Social Mobilization

4. IEC & BCC in National Health Program.

- IEC & BCC Concept & Definition , BCI – Importance, concept and definition
- IEC/BCC Program in relation to different disease
- IEC in Revised National Tuberculosis Control Program

- IEC in National Leprosy Eradication Program
- IEC in National AIDS control program
- IEC in RCH Program
- IEC in National Vector Borne Disease Control Program
- IEC in National Mental Health Program

5. Behavioural sciences

- Definition, nature, scope, limitation and their relevance to health behaviour;
- Sociology, Social Psychology, Socio-cultural Anthropology and Pedagogy
- Social bases of health behaviour: Society, Community, Community Structures, Leaders, and Group Dynamics.
- Family, Kinship, Social Stratification and social deviance.
- Cultural bases of health behaviour: Culture-Definition with special emphasis on knowledge, beliefs, norms, values folkways, mores, taboos, customs, superstitions and magic in relation to human behaviour and health.
- Culture – Its types, characteristics and determinants
- Socio-psychological bases of health behaviour – behaviour: Definition, Formation & Perception.
- Learning Process, Its theory and socialization.
- Personality Development, Attitude, Status and Role
- Public Opinion, Publicity, Propaganda, Rumours, crowd and Mob.
- Human behaviour and change process
- Cultural Change: Traits, Diffusion, enculturation, acculturation, assimilation, transculturation and contra acculturation
- Adoption process, innovations and factors influencing adoption.
- Social change- social, physical and technological changes
- Psychological changes- Motivation : Process, factors, theories of motivation
- Planned change – Nature, Scope, Stages and Strategies.

6. Group Dynamic & Leadership.

- Introduction to Group Dynamics
- Objectives and methodology of organizing the group.
- The Laboratory group- its purposes and norms to be followed.
- Why the health promoter needs skills and knowledge of group process.
- Differentiations of roles in task oriented group

- Group building, group maintenance roles or individual roles.
- Roles related to group structure and function
- Diagnosing the group needs
- Decision making in groups
- Cohesive Group
- Stages of group growth.
- Characteristics of matured group
- Leadership and Group Performance
- Leader and Group Structure. Identification of Leader and Function of leaders

7. Community Organization & Community Mobilization.

- Community : Nature, Concept of Community Work, meaning of community organization, basic assumption of community organization
- Community Organization- Principles and Process
- Mobilizing the community for action, Positive deviance approach and other principles to be used for effective community work.

Elective subjects:

1. Prevention and Control of Non Communicable Diseases (NCDs)

- Life-course approach
- Evidence-based strategies
- Universal health coverage
- Management of conflicts of interest
- Human rights approach
- Equity-based approach
- Multisectoral action

2. Prevention and Control of Communicable Diseases(CDs)

- Types of Micro-organism- Bacterial, Fungi, Viruses, Protozoa and Helminths.
- Immunity- Natural and acquired, Herd Immunity, Immunizing agents, active and passive immunization.
- Arthropods of Medical Importance- Classification and characteristics.

- Communicable disease concerns – vulnerable groups – children, pregnant and elderly
- Targeted Home Hygiene
- Food safety
- Infection Control – cough etiquette & hand washing; Methods of Disinfection and methods of disinfestation. Sterilization- concepts and methods of sterilization.
- Communicable disease reporting
- Control of exposures and outbreaks
- Emergency Preparedness

3. Reproductive, Maternal, Neonatal and Child Health plus Adolescents (RMNCH+A)

- Situation of Reproductive, Maternal and Child
- Health in India
- Causes for Maternal and Child Deaths in India
- Goals & Targets
- Strategic RMNCH+A Interventions Across Life-stages
- Health System Strengthening for RMNCH+A Service Delivery
- Programme Management.
- Monitoring, Information and Evaluation Systems
- Community Participation
- Behaviour Change Communication
- Priority Actions in High Focus Districts and Vulnerable Populations (Urban Disadvantaged and Tribal)
- Convergence and Partnerships

4. Environmental Health Sciences

- Environment-human interaction
- Environmental health problems in India
- Indoor and outdoor air pollution
- Water pollution and protection of water supply; Sources of pollution; methods of protection of water supply at source, in distribution and during storage.
- Purification and Disinfection of water for domestic and

community consumption.

- Disposal of Water in Urban and Rural Areas.
- Sanitary Latrine- Types and its importance
- Sanitation at Public Gathering, fairs and festival.
- Occupational environment & health
- Food- and water-borne disease
- Collection and Disposal of refuse: Nature of refuse, System of refuse collection and transport, methods of refuse disposal, role of health promoter.
- Solid waste disposals and Bio-medical waste management
- Municipal, industrial, and hazardous waste
- Housing and health: Relation between house and health; principles of healthful housing.

5. Public Health Nutrition

- Introduction to Public Health Nutrition - Scope & Importance
- Relationship between nutrition, health and disease
- Concept of balanced diet
- Recommended dietary allowances - RDA for Infant and Young children, Pregnant women Lactating women
- Nutrition throughout life cycle
- Malnutrition and Chronic Energy Deficit
- Micronutrient disorders
- Maternal and child nutrition
- Nutrition -Infection Interaction
- Food borne diseases
- Food security
- Nutritional Assessment

6. Health Promotion in Schools

- What is a health promoting school?
- Advantages of a health promoting school
- Key factors:
 - 1: Healthy school policies
 - 2: School's physical environment

- 3: School's social environment
- 4: Community links
- 5: Action competencies for healthy living
- 6: School health care and promotion services – School Health Appraisal; Cumulative Health Records; Nutrition in School Health Program;

7. Health Promotion in workplaces

- Assessment to define employee health risks and concerns, Describe current health promotion activities, capacity and needs
- Planning process to develop the components of a workplace Health programs including goal determination; selecting priority interventions;
- Program implementation involving all the steps needed to put health promotion strategies and interventions into place and making them available to employees
- Evaluation of efforts to systematically investigate an organized health promotion action

Practical

- (a) Field work in Urban Field Practice Area.
- (b) Field work in Rural Field Practice Area.
- (c) Laboratory Sessions.
- (d) Educational Tours.
- (e) Visit to different organisations relevant for health promotion

**Rules and Regulations
for
M.Sc. in Public Health
(Health Promotion)
under
The West Bengal University of Health
Sciences (WBUHS)**

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1. Eligibility for admission in the course:

Academic Qualification:

1. Applicants should have at least a Bachelor's degree in Public health / Medicine/ Dentistry/ Nursing/ Pharmacy/Sociology/ Psychology/Biological Sciences/ Social Sciences/Social work/ Allied Health Sciences or equivalent. The course is open to both Government Nominated as well as Self-Sponsored applicants
2. Selection of candidate will be done through Entrance examination conducted by the WBUHS.
3. Reservation for SC/ST/OBC (Non-Creamy Layer) EWS and PWD person will be provided as per Government of India Rules.

2. Registration of student for the course:

A student shall be considered as enrolled for the course when he/she has paid all the fees payable by him/her including the registration fees payable to the University and his/her name has been enrolled in the teaching institution.

3. Cancellation of studentship:

3.1 If a student does not follow the rules and regulations of the Institution or indulge in any activity, which is detrimental to the Institution/University, the University may cancel the studentship of such student on the basis of recommendation of the Principal / Director of the Institution.

3.2 Student can appear for a maximum of two regular chances within three years of admission.

4. Course:

4.1 Nomenclature of the course:

Master of Science in Public Health (Health Promotion)

4.2 Duration of Course:

Semesters (each of six months duration) – over 2 academic years evaluated at the end of each semester.

4.3. Intake Capacity: 10

5. Examination:

5.1 Scheme of Examination

Instruction in various subjects shall be provided by the college as per the scheme of instruction and syllabi prescribed. The program of instruction, examination shall be notified by the university. At the end of each semester, university examinations shall be held as prescribed in the scheme of examination. A student shall be deemed to have passed the University examination if he/she secures not less than 50% marks separately in each paper of theory, each paper of practical and in Term paper and Dissertation/Project taken together. If any candidate remains unsuccessful in the regular examination, he can appear in the supplementary examination in the paper or part he had been unsuccessful. The supplementary examination is to be conducted by the University within six weeks to six months of declaration of result of the regular examination.

Semester 1	Six months	Core subjects in health promotion
Semester 2	Six months	Core subjects in health promotion Dissertation
Semester 3	Six months	Electives Practical Dissertation
Semester 4	Six months	Electives Practical Dissertation
Suggested Dissertation timeline	Semester 2: Choose topic Submit program of study; write literature review section Semester 3: Data collection; write methods section Semesters 3 and 4: Conduct analyses; write results and discussion sections Semester 4: Finalize rest of dissertation and print	

5.2 Eligibility to appear in the examinations:

5.2.1 Attendance: A student has to attend at least 70% of classes held during the course in each theoretical paper and practical classes separately. A certificate to this effect is to be furnished by the principal / Director of the institute.

5.2.2 If a candidate is disallowed to appear at regular University examination on account of shortfall in class attendance percentage, he may apply to the head of the institution for arranging special classes to make good the shortfall and thus allow him/her to appear at the supplementary examination.

5.2.3 Examination fee: A student is required to pay the requisite university fee for the examination along with completed application form for appearing at any examination of the university within the prescribed date.

5.2.4 Submission of Application Forms for appearing at the examination: The Institution must submit the application forms along with requisite fee as collected from the students willing to appear at any University examination at least 21 days before the schedule date of examination or as may be prescribed by the university. Each of the application must be countersigned and certified by the Head of the Institution.

6.3 Conduct of Examination:

6.3.1 Setting of Question papers:

The Board of Studies of the University will prepare panel of Paper Setters, Examiners and Moderators for Question Papers. The University reserves the right to choose the paper setter, moderator and examiners from the list of eligible persons to act in those capacities as proposed by the Board of Studies.

At the end of each semester, evaluation will be carried out through examinations framed on the basis of the syllabus.

Dissertation will be evaluated in the final semester.

Students must obtain the following percentage of marks for award of degree.

CORE COURSE	PASS MARKS 50%
HEALTH PROMOTION AND EDUCATION ELECTIVES	PASS MARKS 50%
PRACTICUM	PASS MARKS 50%
DISSERTATION	PASS MARKS 50%

6.3.2 Standard marks distribution:

Papers	Semester1	Semester2	Semester3	Semester4	TOTAL MARKS	PASS MARKS
Health Promotion & Health Education	50	50	-	-	100	50
Health Communication and IEC & BCC	50	50	-	-	100	50
Behavioural Science, Social research , Group Dynamics and leadership	50	50	-	-	100	50
Elective-I	-	-	50	50	100	50
Elective-II	-	-	50	50	100	50
Dissertation	-	-		100	100	50
Practicum	-	-	50	50	100	50
TOTAL	150	150	150	250	700	350

Dissertation - 50

Internal Assessment - 50

6.4 Center of Examination:

6.4.1 The University will select the Venue for holding the Examination.

6.4.2 The University will appoint Center-In-Charge for smooth holding the examination in the venue in accordance to the norms of Examination.

6.4.3 The Center-In-Charge will be empowered to appoint the necessary personnel including invigilators with the prior approval of the Controller of Examination of the University.

6.4.4 The Center-In-Charge after completion of the examination will submit the account of used and unused Answer Scripts along with attendance sheet of candidates appearing in all papers.

6.4.5 The Center-In-Charge has to submit the details of answer scripts handed over to the Examiners, to the Controller of Examination within one week of completion of the examination.

6.5 Marks for passing the Examination:

A student will be declared to have passed in an examination if he/she secures at least 50% marks separately in each paper of theory, each paper of practical and in Term paper and Field project taken together.

6.6 Publication of result:

6.6.1 The result of University examinations is expected to be published within two months from the date of submission of completed tabulation sheets of an examination.

6.7 Stipend

Students who do not receive any form of salary/scholarship/stipend from any other source, will be eligible for monthly stipend of Rs. 7500 /- subject to fulfilment of attendance criteria(80%)

JENPAS-UG Criteria

	Nursing	B.P.T.	B.A.S.L.P.	B.M.L.T	B.Sc. CCT	B.Sc. OTT	B.Sc. PT	B.Sc. PA	Electro physiol ogy	RIS	Dialysis
Lower age limit	17	17	17	17	17	17	17	17	17	17	17
Upper age limit	Nil	Nil	25	40	35	35	35	35	?	?	?
Min qualification	10+2	10+2	10+2	10+2	10+2	10+2	10+2	10+2			
Stream	Science	Nil	Nil	Nil	Nil	Nil	Nil	Nil			
Passed in each subject	PCBEn	PCBEn	PC & B/M/Cs/S/ EL/P	PCBEn V	PCBEn	PCBEn	PCBEn	PCBEn			
Aggregate in subjects	Board	PCB	Board	Board	PCB + PCBEn	PCB + PCBEn	PCB + PCBEn	PCB + PCBEn			
Aggregate %	45%	50%	50%	50%	50%	50%	50%	50%			
PwD Type	LL	LL/LLU /VI/HL/ SL	LL/LLU/VI HI/SL	LL	LL	LL	LL	LL			
PwD %	40 - 70	40-70	40 70	40 - 70	40-50	40-50	40-50	40-50			

Legends:

Subjects: P – Physics, C – Chemistry, B – Biology, En – English, M – Mathematics, Cs – Computer Sc, S – Statistics, El – Electronics, Ps – Psychology, V – Vernacular Disability:

LL – Locomotor disability in lower limb, LU - Locomotor disability in upper limb, VI – Visual Impairment, HI – Hearing Impairment, SL – Speech And Language Disability

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A. Shreevals
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m.Sc in Health promotion
25 yrs (25 yrs)
Graduation attached
N.A.
N.A.
N.A.
As per Govt. norms
As per Govt. norms

Minutes of the meeting for M.Sc in Public Health (Health Promotion) held on 04.03.20 at 2.00 p.m in the office of the Dean WBUHS, Kolkata.

① Inclusion of Dr. Debashis Dutta in BOS as permanent member.

② At Entrance Examination

Minimum qualification has been fixed as graduate [~~minimum~~ age being ~~20~~²⁵ yrs with no upper age limit] x

Eligibility criteria - at least a Bachelor's degree in Public Health/ Medicine/ Dentistry/ Nursing/ Pharmacy/ Sociology/ Psychology/ Biological Sciences/ Social Sciences/ Social Work/ Allied Health Sciences, or Both govt. nominated & self sponsored.

Reservation as per Govt. rules.

Entrance Exam to be conducted by WBUHS (graduate level in biological/ social sciences).

③ Intake Capacity - 10. (formative evaluation).

④ Duration - 2 yrs, 3 semesters, and a summative evaluation & at the end. (Final examination) to be conducted by

the WBUHS.
⑤ Examination Pattern :
Internal assessment - will consist of 10 marks from each semester. Total - ~~50 marks~~ 50 marks.

Final exam - 5 papers.

Theory - $5 \times 100 = 500$

Viva - 100 < Dissertation - 50

Oral - 50

Practical - 100.

Total - 750.

Pass marks : 375.

Pass marks : 50% in each theory paper, viva & practical.

⑥ Attendance : minimum 80% required to sit for final exams. (as per university rules).

Sgt
4/3/2020

Shibani Dutta
04-3-2020

Shibani Dutta
Professor
4/3/20

A. Ray
4.3.20.

M. Dobe
Dir-Prof. (HPE)
4.3.20.

Day
04/3/2020