

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

[Signature]
4-3-2020

M. Dobe
4.3.2020

[Signature]
4/3/20.

[Signature]
10/4/3/2020.

[Signature]
04-3-20
[Signature]
4-3-20. ①

- 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.

