



COURSE DATA

DATA SUBJECT

Code: 42685
Name: Health promotion and education
Cycle: Master's Degree
ECTS Credits: 3
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2124 - Master's Degree in Public Health and Healthcare Management	Facultat de Farmàcia i Ciències de L'alimentació	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2124 - Master's Degree in Public Health and Healthcare Management	Promotion of good health and disease prevention	COMPULSORY

COORDINATION

PEIRO PEREZ ROSANA

SUMMARY

With the delivery of the course the student is intended to identify the historical events that have contributed to the development of health promotion, to analyze the different international events from the model of health promotion recognized and proposed in the Ottawa Charter, approximate the different concepts of health promotion and models that contribute to the diverse professional practice, based on the values of equity, empowerment, justice and equality with the participation of the community. It is intended that students will raise the issue of culture and population perspective of health, inquiring about the practices and beliefs of individuals and communities

They present multiple and complementary strategies used to promote health, such as communication and social marketing, social action, organizational change, community development, participation and empowerment, public policy and legislation and health education from population perspective of culture and health, inquiring about the practices and beliefs of individuals and communities

They present multiple and complementary strategies used to promote health, such as communication and social marketing, social action, organizational change, community development, participation and empowerment, public policy and legislation and health education, which will analyze the different terms and types of intervention, demonstrating that promotion programs and health education using multiple strategies are more effective and which refer to individuals, families, groups, communities and populations in general. Also initiated the topic Salutogenesis and model health assets. Finally, we address the issue of the assessment to end future proposals.



PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

To have a minimum background in Public Health.

COMPETENCES / LEARNING OUTCOMES

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Be able to integrate into teams, both as managers or coordinators and for specific and limited functions and in support of the team or of others.

Capacidad de integrar las nuevas tecnologías en su labor profesional y/o investigadora.

Capacidad para aplicar los conocimientos adquiridos a la resolución de problemas en salud pública.

Capacidad para formular una hipótesis, diseñar y desarrollar un proyecto de investigación.

Capacidad para integrar conocimientos y enfrentarse a la complejidad de formular juicios y tomar decisiones a partir de una información que, en muchas ocasiones es incompleta o limitada, e incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

Capacitarlo para trabajar en equipos multidisciplinares reproduciendo contextos reales y aportando y coordinando los propios conocimientos con los de otras ramas e intervinientes.

Comprender los fundamentos de los métodos estadísticos y epidemiológicos, en general y aplicados a problemas específicos de salud.

Comprender los principios de la planificación sanitaria y el diseño y la evaluación de programas de salud para población general y con necesidades especiales.

Conocer los conceptos propios de la medicina preventiva, la epidemiología, y la salud pública, su relación con el contexto socioeconómico y su evolución a lo largo del tiempo.

Conocer los fundamentos de las principales estrategias de prevención de la enfermedad, protección y promoción de la salud actualmente disponibles.

Critically analyze both his/her work and that of the colleagues.

Dotarles de práctica en las técnicas de exposición oral, escrita, presentaciones, paneles, etc- para comunicar sus conocimientos, propuestas y posiciones.

Elaborar planes para analizar la situación de la salud de la comunidad.



Elaborar programas para gestionar y evaluar servicios sanitarios.

Identificar y priorizar los determinantes de salud y los estilos de vida saludable de una población.

Participate in, lead and coordinate debates and discussions, be able to summarize them and extract the most relevant conclusions accepted by the majority.

Poder aplicar sus conocimientos sobre problemas concretos y saber resumir y extraer los argumentos y las conclusiones más relevantes para su resolución.

Saber trabajar en equipo con eficacia y eficiencia, y con capacidad de comunicación social.

Ser competente para intervenir en situaciones de emergencia sanitaria.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

1. Health in its social and cultural context

1. The origins of scientific medicine and environmental approaches
2. Of the individual approaches to public and social
3. The diversity of cultures and ways of thinking about health, disease and prevention
4. Health and disease from the perspective profane in our society and culture
5. The phenomenon of migration and its consequences in the field of health. Intercultural mediation
6. The research on these issues and their different approaches

1. International events or milestones Health Promotion (PS)
2. Concepts of health promotion. Empowerment, participation, equity



2. Conceptual framework for the promotion and education health

1. International events or milestones Health Promotion (PS)
3. Legal framework and policies to promote health
4. Essential features of health promotion
5. Multiple strategies: communication and social marketing, social action, change organizational, community development, participation and empowerment, development of public policy and legislation and health education
6. Health needs and areas of intervention, focus from health promotion
7. Models of intervention in promotion and health education at the local community
8. Project planning promotion and health education. Research participatory action
9. Role of professionals in the promotion and health education. Challenges and proposals for the future.

3. Health Communication

1. Health
2. Information
3. Communication
 - Elements
 - Types
 - Effectiveness of messages
 - Barriers
 - Media
4. Communicating Health / Disease
 - Customers communicate?
 - Communication Lines
 - Sources of information
 - Problems
 - Health professional relationship-community
 - Risk and Crisis Management

4. Strategies for social action and participation in health promotion

1. Social action and community involvement
2. Salutogenesis active model and health
3. Practical Case Study: community revitalization tools in health
4. Evaluation and quality in health promotion

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
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Theory	24,00
Total hours	24,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	8,00
Independent study and work	20,00
Preparation of lessons	5,00
Preparation for assessment activities	12,00
Resolution of case studies	6,00
Total hours	51,00

TEACHING METHODOLOGY

Theory (participatory lecture)
 Reading and discussion of articles and documents
 Solving practical cases
 Supervised work in groups
 Development projects
 Individual tutorials work.

EVALUATION

Review: will consist of conducting a written test of "objective type" 40 questions with three possible answers, of which one only is the correct errors discounting. The score, from 0 to 10, is calculated considering the formula used in this type of testing.

REFERENCES

- -Berridge, V. Public Health in History. London, Open University Press, 2011.
- -Bird, Ch.E.; Conrad, P.; Fremont, A.M.; Timmermans, S. (Eds). Handbook of Medical Sociology. 6a ed., Nashville, Vanderbilt University Press, 2010.
- - Garcia, A.; Saez, J; Escarbajal, A. Educación para la salud. La apuesta por la calidad de vida. Madrid, Aran ediciones, 2000.
- -Aguilera, M y Pindado. Nuevos enfoques en comunicación y salud: perspectivas de investigación. Comunicar 2006; 26:13-20.



- Lindstrom B, Eriksson M. Guía del autoestopista salutogenico: camino salutogénico hacia la promoción de la salud. Girona: Documenta Universitaria. Catedra de Promoción de la Salud, Universitat de Girona; 2011.
- - Carmona M, Rebollo O. Guía operativa de accio comunitaria. Ajuntament de Barcelona, 2009.