

# BASICS OF HEALTH PROMOTION AND EDUCATION INTERVENTION

## MULTIFACULTY

**INTENDED AUDIENCE:** Post-graduate (medical) students in Community Medicine, Public Health, Epidemiology, Health Promotion; Post-Graduate Nursing students; and also students from allied disciplines.

**PREREQUISITES:** Graduate degree in health sciences

**INDUSTRY SUPPORT:** NGOs working in health and development sector, public health organizations, Health services sector of state and central governments (It will be beneficial for the Medical Officers also, who are involved in Public Health system).

### COURSE OUTLINE:

This course is designed to provide the learners a comprehensive understanding about Health Promotion and Education Interventions. Health Promotion and Education Interventions are key competencies for public health professionals. After completion of this course the participants will be able to define and understand the needs for health promotion and education interventions. The participants will also be able to plan, implement, and evaluate Health Promotion and Education Interventions.

### ABOUT INSTRUCTOR:

Prof. Arista Lahiri is a medical faculty at IIT Kharagpur. He is a public health researcher who works primarily in the domain of health promotion and education, and non-communicable diseases. His field expertise is on integrating health behavior models with health promotion intervention contents.

Prof. Sweety Suman Jha is also a medical faculty at IIT Kharagpur. She works in the domain of adolescent health, health promotion, and non-communicable diseases. Her research focus is on using qualitative research to develop a valid health promotion tool.

Prof. Chandrashekhar Taklikar is the Head of the Department of Health Promotion and Education, All India Institute of Hygiene and Public Health, Kolkata. He is an expert in Health Promotion and Education and is the course coordinator for Diploma in Health Promotion and Education.

Prof. Madumita Dobe, former Director Professor and Head of the Department of Health Promotion and Education, All India Institute of Hygiene and Public Health, Kolkata is an international personality in Public Health and Health Policy research. She specializes in Health Promotion intervention research and integration with health policy related research. Prof. Dobe actively promotes evidence-driven health behavior research.

### COURSE PLAN:

**Week 1:** Concepts of health promotion including history

**Week 2:** Health behavior, health communication and Health Literacy

**Week 3:** Information Education Communication (IEC), Behavior Change Communication (BCC), and Social and Behavior Change Communication (SBCC), and their applications in different settings (including role of social determinants of health)

**Week 4:** Need assessment for health promotion (including health behavior models)

**Week 5:** Planning and implementing a HPE intervention

**Week 6:** Designing of messages and pretesting

**Week 7:** Materials and methods

**Week 8:** Evaluation of HPE intervention