



Study program: Doctoral Academic Studies in Biomedical Sciences		
Name of the subject: HEALTH PROMOTION AND HEALTH EDUCATION		
Teacher(s): Dušan K. Čanković, Vesna P. Mijatović Jovanović, Svetlana T. Kvrgić, Sonja I. Čanković		
Status of the subject: elective		
Number of ECTS points: 20		
Condition: -		
Goal of the subject Understanding the roll of health and other sectors of the society and their active cooperation in the health promotion process. Identifying determinants of health. Using strategies of health promotion.		
Outcome of the subject Acquiring skills to work with health and other professionals, groups and individuals in the community in order to implement health promotion programmes.		
Content of the subject <i>Theoretical lectures</i> Definition and term of health promotion, principles and strategies. Health promotion and health education in strategic documents. Settings for health promotion (WHO health promotion settings approach – „Healthy cities“, Healthy school“, „Healthy kindergarten“). Population and high risk strategies in the prevention of non-communicable diseases. Behavioural and biological risk factors for non-communicable diseases. Health promotion in prevention of communicable diseases. Behavioural models of health decision-making and behaviours. Health education – definitions, aims, methods and tools. Health promotion and prevention programme structure. Content and organization of work in health promotion centres in primary health care and Institutes of Public Health. Evaluation of the health promotion programmes. <i>Practical lectures</i> Health education tools and methods, health promotion and prevention programmes, action plan, health promotion campaigns.		
Recommended literature <i>Compulsory</i> 1. Poland B, Green LW, Rootman I, editors. Settings for health promotion: Linking theory and practice. Thousand Oaks, CA: Sage; 2000. 2. Glanz K, Rimer BK, Viswanath K, editors. Health behavior and Health Education. 4h edition. San Francisco, CA: Jossey-Bass A Wiley imprint; 2008.		
Number of active classes	Theory: 60	Practice: 45
Methods of delivering lectures Lectures, practices, essay		
Evaluation of knowledge (maximum number of points 100) activity during lectures: 10 practice: 10 essay: 20 oral exam: 60		