

## Health Promotion and Health Protection (3 ECTS)

### The Aim of the Subject

The Aim of the Subject: The aim of the subject is to make students acquainted with the main aims and tasks of health promotion, and to provide them knowledge and attitude which enables them to work according to the values of health promotion and health protection.

### Acquired Competencies

Knowledge:

- Students know the main subjects, terms and aims of health protection and health promotion.
- They know how to act for health protection at the different levels of decision making.
- They know the cultural and ethical aspects of health protection.

Attitude:

- Students acknowledge health and health protection as important and a basic value.
- Their basic approach in connection with healthy lifestyle is enable people.
- They approach health promotion issues in a way which is culturally sensitive and ethical.

Abilities:

- Students become able to represent the values of health promotion and health protection during their work.
- They become able to set realistic health promotion aims, and to help in their realisation.
- They become able to effectively communicate with different partners in connection with health promotion.
- They become able to realise effective, culturally sensitive and ethical health promotion actions in cooperation with the interested parties.

### The Content of the Course

#### Major Topics

- 1 Enabling to change: enabling individuals, groups and communities to develop health promotion actions, which lead to improving health and decreasing health inequalities.
- 2 Representation of interest for health: representing the interests of individuals, groups and communities so that they would be able to improve their health and well-being with the help of health promotion.
- 3 Mediation in partnership: creating cooperation between different science fields, sectors and parnters in order to make health promotion activities more efficient and sustainable.
- 4 Communication: efficient communication of health promotion activities, using suitable techniques and technologies for different target groups.
- 5 Leadership: participating in developing health promotion activities, aims and strategic directions.
- 6 Evaluation: situation evaluation with the interested parties, taking the political, cultural, environmental, behavioural and biological health determinants in consideration.
- 7 Planning: setting measurable health promotion aims based on evaluation, cooperating with the interested parties.
- 8 Realisation: realisation of effective, culturally sensitive and ethical health promotion actions in cooperation with the interested parties.

9 Research and evaluation: employing suitable methodology to evaluate the effects and efficacy of health promotion actions in cooperation with the interested parties.

### **Planned Teaching Methods**

Lecture.

### **Evaluation**

#### **Requirements and Evaluation:**

Requirements: Examination

Evaluation: five-point scale.

Aspects of Evaluation:

- Correctness of the student's knowledge.
- Knowing the basic connections of the topic.

### **Literature**

#### **Obligatory Literature:**

- Kishegyi, J., Makara, P. (2002) (Eds.) *Az egészségfejlesztés alapelvei. Az egészségfejlesztés alapvető nemzetközi dokumentumai.* Egészségfejlesztési Módszertani Füzetek. Budapest, OEFI.
- Ewles, L., Simnett, I. (1999) *Egészségfejlesztés. Gyakorlati útmutató.* Budapest: Medicina Könyvkiadó.
- Füzesi, Zs., Tistyán, L. (2004) *Egészségfejlesztés és közösségfejlesztés a színtereken.* Egészségfejlesztési Módszertani Füzetek. Budapest: OEFI.