

**American University of Beirut  
Faculty of Arts and Science  
Department of Education**

**EDUC 237, 3cr.  
Theories and Methods of Health Education**

**Course Description**

This course will introduce students to the social dimensions of health and illness. The influence of life style on the health and health behavior of individuals will be emphasized. Major theories of health behavior and health education will be discussed with emphasis on the application of these theories to health promotion and education practice. During the course students will have the opportunity to practice planning, implementing and evaluating a health promotion activity in a school, community or health care setting of their choice.

**Course Objectives**

By the end of the course, students will be able to:

- 1- Identify the social dimensions of health and sickness
- 2- Discuss the relation of lifestyle to the health behavior of individuals
- 3- Discuss basic concepts of the Social Cognitive Theory and the Health Belief Model and how they relate to health behavior
- 4- Discuss the different phases of the Transtheoretical Model (Stages of Change) for health behavior
- 5- Identify the basic principles of Community Organization and discuss its application.
- 6- Develop a plan for a health promotion activity.
- 7- Implement and evaluate the different phases of the health promotion activity at a chosen field site.

**Course Requirements and Evaluation**

- 1- All readings must be completed prior to class
- 2- Attendance and class participation is important and will affect your final evaluation

**Evaluation of Student Performance**

Class attendance and participation	10%
Mid-Term Exam	30%
Final	35%
Project	25%

<u>Session</u>	<u>Title of Session</u>
1	Introduction to the Course

## **Part One : Thinking About Health and Health Promotion**

### *What is Health?*

- 2 Social Diminsions of Sickness  
Moon G & Gillespie R (Eds.) Society and Health: An Introduction to Social Science for Health Professionals. Ch. 5. NY: Routledge Publ, 1995.
- 3 Health Behavior and the Individual  
Moon G.... Chap. 6
- 4 Health and Life Style  
Gochman D (ed). Health Behavior: Emerging Research Perspectives. Chap. 4. NY: Plenum Publ. 1988.

### *Health Promotion or Health Education?*

- 5 What is Health Promotion ?  
Ewles and Simnet. Promoting Health: a Practical Guide. 4<sup>th</sup> Ed., Chap. 2, Harcourt Publishers, 1999.
- 6 Sites for Health Promotion: School, Patient, Community (to be assigned)
- 7 Discuss Field Projects.

## **Part Two: Developing Competence in Health Promotion**

### *Understanding Health Behavior*

- 8 Social Cognitive Theory  
Glanz K; Lewis FM; Rimer B (ed). Health Behavior and Health Education. Chap. 8, 2<sup>nd</sup> Ed. San Francisco: Jossey-Bass Publ, 1997.
- 9 The Transtheoretical Model: Stages of Change  
Perkins E ; Simnet I ; Wright L. Evidence Based Health Promotion. Chap 4, Section 4.1. Wiley & Sons Ltd, 1999.
- 10 Stages of Change
- 11 Midterm
- 12 Health Belief Model  
Glanz K... Chap 3.

Working with Communities

- 13 Community Organization  
Bracht N. Health Promotion at Community Level. Chap. 4, 2<sup>nd</sup>  
ed. SAGE Publ, 1999.
- 14 Community Organization
- 15 Community Organization

**Part Three: Planning for Effective Health Promotion Activities**

- 16 The Basic Planning and Evaluation Process.  
Ewles and Simnet. Promoting Health: a Practical Guide. 4<sup>th</sup>  
Ed., Chap. 5, Harcourt Publishers, 1999.
- 17 Ewles and Simnet. Promoting Health: a Practical Guide. 4<sup>th</sup>  
Ed., Chap. 6, Harcourt Publishers, 1999.
- 18 How to Write Objectives
- 19 Helping people learn  
Ewles and Simnet. Promoting Health: a Practical Guide. 4<sup>th</sup>  
Ed., Chap. 12, Harcourt Publishers, 1999.
- 20 Methods/resources/instructional strategies  
(To be assigned)
- 21 Evaluation  
(To be assigned)
- 22 Evaluation
- 23 Discuss Field Projects
- 24 -----
- 25 -----
- 26 Group presentations
- 27 Group presentations