

MPH - Social and behavioral sciences in public health track

Module 209 Minor B « Health promotion and health education»

Coordinator Eric Breton PhD (Eric.Breton@ehesp.fr)

November 14-18, 2011

Location : Reid Hall, 4 rue de Chevreuse, 75006 Paris.

Defined in the Bangkok Charter (WHO, 2005) as “the process of enabling people to increase control over their health and its determinants, and thereby improve their health”, health promotion is now considered as an essential component and core function of public health. But health promotion poses many difficulties one being the complexity of the social processes at play and the fact that it requires professionals to venture out of the traditional realm of actions that has characterised public health practice for the past 50 years. In this module, students will be introduced to the basic concepts and principles of health promotion and reflect on population strategies to improve health.

The delivery mode of the module will be interactive leaving substantial time for group discussions and debates. A compulsory list of readings will be forwarded to students (see below the provisional list of readings).

Learning objectives:

At the end of the module, students will be able to:

1. Describe the specificities of health promotion practice in the context of the general evolution of the public health domain;
2. Identify and critically appraise the key principles and concepts of health promotion;
3. Define the main building blocks and theories guiding the development of comprehensive health promotion programs and policies;
4. Navigate around the main ethical issues associated with health promotion practice and research.

Assessment

Students will be assessed according to the following guidelines:

- Participation in daily group discussions on the compulsory readings (20% of total score);
- Class presentation on Friday afternoon (10%) and short group report on a question submitted in class (10%). The report will be due at 5pm on the last day of the module (Friday, November 18).
- Final exam (60%) assessing the understanding of the concepts and material covered.

Week Schedule

Monday 14 th November	Tuesday 15 th November	Wednesday 16 th November	Thursday 17 th November	Friday 18 th November
9-10.30AM Health promotion and education: An introduction ¹	9-10.30AM Students report on the papers they had to read.	9-10.30AM Students report on the papers they had to read.	9-10.30AM Students report on the papers they had to read.	9-12.00AM Work on group project. Preparation of the class presentation.
10.30-10.45AM Break	10.30-10-45AM Break	10.30-10-45AM Break	10.30-10-45AM Break	
10.45AM Introduction part II	10.45AM Theories of behaviour change	10.45AM The case for a life setting approach in health promotion	10.45AM Ethical issues in Health promotion (Guest speaker: Peter Duncan, LKC)	
12PM: Lunch	12PM: Lunch	12PM: Lunch	12PM: Lunch	12PM: Lunch
2-3.30PM The Ottawa Charter and the key concepts in health promotion	Field trip to the National Institute of Prevention and Health Education (INPES) ²	2-3.30PM From healthy public policies to health in all policies: Improving population health through policy advocacy.	2-3.30PM Designing inequity-proof programs	2-3.30PM Students' class presentations
3.30-3.45PM Break	2PM Talk by Dr Pierre Arwidson.	3.30-3.45PM Break	3.30-3.45PM Break	3.30-3.45PM Break
3.45PM Work on the compulsory readings	3.30PM Break	3.45PM Work on the compulsory readings	3.45PM Work on the compulsory readings	3.45PM Health promotion and education: Conclusion
	3.45PM Talk by Marie-Claude Lamarre			Discussion on assignment/ exam and students' evaluation of the course.
5PM: End of the day	5PM: End of the day	5PM: End of the day	5PM: End of the day	5PM: End of the day

Guest lecturer

- Marie-Claude Lamarre, Executive Director, International Union for Health Promotion and Education (IUHPE).
- Peter Duncan, Senior Lecturer in Health Promotion and Health and Society, King's College London.
- Pierre Arwidson, Directeur aux affaires scientifiques, Institut national de prévention et d'éducation pour la santé (Inpes).

¹ Unless specified the lectures are delivered by the module coordinator.

² Institut national de prévention et d'éducation pour la santé (Inpes), 42 boulevard de la Libération, 93203 Saint-Denis Cedex, Metro line 13, station Carrefour Pleyel, sortie Ampère.

Mandatory readings (provisional)

- Aboud, F. E. (2010). Editorial. *Social Science & Medicine* (Virtual Special Issue: Health Behavior Change), (<http://journals.elsevier.com/02779536/social-science-and-medicine/1/39-virtual-special-issues/35-virtual-special-issue-health-behavior-change/>).
- Antonovsky, A. (1996). The salutogenic model as a theory to guide health promotion. *Health Promotion International*, 11(1), 11-18.
- Bambra C, G. M., Amenda S, Wright K, Whitehead M, Petticrew M. (2010). Tackling the wider social determinants of health and health inequalities: evidence from systematic reviews. *Journal of Epidemiology and Community Health*, 64, 284-291.
- Cockerham, W. C. (2005). Health Lifestyle Theory and the Convergence of Agency and Structure. *Journal of Health and Social Behavior*, 46(1), 51-67.
- Dubos, R. (2001). Mirage of health. In B. Davey, A. Gray & C. Seale (Eds.), *Health and Disease: A Reader* (3rd ed.). Buckingham: Open University Press.
- Frohlich, K. L., & Potvin, L. (1999). Collective lifestyles as the target for health promotion. *Canadian Journal of Public Health*, 90(Special), S11-S14.
- WHO. (1986). First International Conference on Health Promotion. The Ottawa Charter on Health Promotion. Geneva: World Health Organization.

Recommended readings

- Abbema, E. A., Van Assema, P., Kok, G. J., De Leeuw, E., & De Vries, N. K. (2004). Effect evaluation of a comprehensive community intervention aimed at reducing socioeconomic health inequalities in the Netherlands. *Health Promotion International*, 19(2), 141-156.
- Adams, J., & White, M. (2005). Why don't stage-based activity promotion interventions work? *Health Education Research*, 20(2), 237-243.
- Breton, E., & Sherlaw, W. (2011). Examining Tobacco Control Strategies and Aims Through a Social Justice Lens: An Application of Sen's Capability Approach. *Public Health Ethics*, 4(2), 149-159.
- Breton, E., Richard, L., Gagnon, F., Jacques, M., & Bergeron, P. (2008). Health promotion research and practice require sound policy analysis models: the case of Quebec's Tobacco Act. *Social Science & Medicine*, 67(11), 1679-1689.
- Breton, E., Richard, L., & Gagnon, F. (2007). The role of health education in the policy change process: lessons from tobacco control. *Critical Public Health*, 17(4), 351-364.
- CSDH. (2008). *Closing the gap in a generation: health equity through action on the social determinants of health. Final Report of the Commission on Social Determinants of Health* (Executive summary). Geneva: World Health Organization. (Available at: http://whqlibdoc.who.int/hq/2008/WHO_IER_CSDH_08.1_eng.pdf)

- Epp, J. (1986). *Achieving health for all: a framework for health promotion. Report of the Minister of National Health and Welfare*. Ottawa, Canada: Department of National Health and Welfare.
- Judge, K., & Bauld, L. (2006). Learning from Policy Failure? Health Action Zones in England. *European Journal of Public Health*, 16(4), 341-343.
- Lalonde, M. (1974). *A new perspective on the health of Canadians. A working document*. Ottawa: Minister of Supply and Services.
- Lindström, B., & Eriksson, M. (2006). Contextualizing salutogenesis and Antonovsky in public health development. *Health Promotion International*, 21(3), 238-244.
- Pluye, P., Potvin, L., & Denis, J.-L. (2004). Making public health programs last: conceptualizing sustainability. *Evaluation and Program Planning*, 27(2), 121-133.
- Raphael, D. (2006). Social determinants of health: present status, unanswered questions, and future directions. *International Journal of Health Services*, 36(4), 651-677.
- Stuckler, D., King, L., & McKee, M. (2009). Mass privatisation and the post-communist mortality crisis: a cross-national analysis. *The Lancet*, 373(9661), 399-407.
- WHO. (1978). *The Declaration of Alma-Ata: International Conference on Primary Health Care*. Geneva: World Health Organization.
- WHO (1988) *Adelaide Recommendations on Healthy Public Policy, Second International Conference on Health Promotion, Adelaide, South Australia, 5-9 April*.
- WHO (1991). *Sundsvall Statement on Supportive Environments for Health, Third International Conference on Health Promotion, Sundsvall, Sweden, 9-15 June*.
- WHO (1997) *Jakarta Declaration on Leading Health Promotion into the 21st Century, The Fourth International Conference on Health Promotion: New Players for a New Era - Leading Health Promotion into the 21st Century, meeting in Jakarta from 21 to 25 July*.
- WHO (2000) *Fifth Global Conference on Health Promotion, Health Promotion: Bridging the Equity Gap, Mexico City, June 5th*.
- WHO (2005). *The Bangkok Charter for Health Promotion in a Globalized World*. Bangkok.