

**MPH - Social and behavioral sciences in public health track**  
**Module 209 Minor B “Health promotion and health education”**

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Location: George Sand EHESP Campus in Paris

November 14<sup>th</sup> to 18<sup>th</sup> 2016



*Module syllabus*

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.

**Learning objectives:**

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

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

**Assessment**

Students will be assessed through the following outputs:

- Commentaries and participation to 4 group discussions (40% of total score);
- A class presentation (20%);
- An essay (40%).

The assessment guidelines and compulsory list of readings is provided in the accompanying document.

## Week Schedule

	<b>Monday November 14<sup>th</sup></b>	<b>Tuesday November 15<sup>th</sup></b>	<b>Wednesday November 16<sup>th</sup></b>	<b>Thursday November 17<sup>th</sup></b>	<b>Friday November 18<sup>th</sup></b>
9.00	Health promotion and education: An introduction	Students report on the papers they had to read.	Students report on the papers they had to read.	Students report on the papers they had to read.	Students report on the papers they had to read.
10.30	<b>Break</b>				
10.45	Introduction part II	Theories of behaviour change (Prof. John Allegrante)	The art and science of population health intervention to reduce inequalities	Theories of social justice to guide health promotion intervention	Work on class presentation.
<b>12.00</b>	<b>Lunch</b>				
13.30	The Ottawa Charter and the key concepts in health promotion	Field trip to INPES <sup>1</sup> 13.45 Meeting at INPES 14.00 Meeting the executive director (Dr Thanh Le Luong) 14.30 INPES in a nutshell (Jennifer Davies) 15.00 Health promoting hospitals (Andréa Limbourg)	Mobilising systems for health.	Designing inequity-proof programs	Students' class presentations
15.30	<b>Break</b>				
15.45	Work on the compulsory readings	15.45 Break 16.00 National STD prevention programme (Lucile Bluzat) 16.45 Discussion	Work on the compulsory readings	Work on the compulsory readings	Health promotion and education: Conclusion Discussion on the essay and students' evaluation of the course.
17.00	<b>End of the day</b>				

<sup>1</sup> Many thanks to Emmanuelle Hamel (Dater, Inpes) for organising the visit.

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.

## Guest lecturers

- Prof John Allegrante, Professor of Health Education, Associate Vice President for International Affairs at the Teachers College Columbia University and Editor-in-Chief of the well-known journal *Health Education & Behavior*
- Associate Vice President for International Affairs, and Fulbright Program Advisor and Campus Representative
- Dr Thanh Le Luong, executive director, Institut national de prévention et d'éducation pour la santé (Inpes);
- Jennifer Davies, international relations, Inpes;
- Andréa Limbourg, chargée de mission en promotion de la santé, Inpes;
- Marie-Claude Lamarre, Executive Director, International Union for Health Promotion and Education (IUHPE).

## References

- Breton, E., Pommier, J., Porcherie, M., Lima, E., Gindt-Ducros, A., & Diop, N. (2011). The state of health promotion practice, research and training in France: better days ahead? In *Twenty Years of Capacity Building in Health Promotion. Evolution of Salutogenic Training: The ETC "Healthy Learning" Process* (pp. 159–162). Zagreb: The European Training Consortium in Public Health and Health Promotion (ETC-PHHP) and the Andrija Štampar School of Public Health, School of Medicine, University of Zagreb.
- Breton, E. (2013). Du changement de comportement à l'action sur les conditions de vie. *Santé publique, 25*(3), 119–123.
- 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.
- 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*. Geneva: World Health Organization.
- WHO. (1978). *The Declaration of Alma-Ata: International Conference on Primary Health Care*. Geneva: World Health Organization.
- WHO. (1986). *First International Conference on Health Promotion. The Ottawa Charter on Health Promotion*. Geneva: World Health Organization.

WHO (2005). The Bangkok Charter for Health Promotion in a Globalized World. Bangkok.WHO (1988) Adelaide Recommendations on Healthy Public Policy, Second International Conference on Health Promotion, Adelaide, South Australia, 5-9 April.

WHO (2011). Rio Political Declaration on Social Determinants of Health. World Conference on Social Determinants of Health, Rio de Janeiro, Brazil.