

Department of Health Promotion and Community Health

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Instructors of Public Health Practice:	Kalot, Joumana; Najem, Martine
Lecturer:	Al Barazi, Rana
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The Department offers a three-year Bachelor of Arts (B.A.) degree in Health Communication (HCOM) and a Master of Public Health (MPH) degree in Health Promotion and Community Health (HPCH).

The HCOM program prepares undergraduate students to develop, deliver, and evaluate health communication tools and activities; and to communicate health information to diverse audiences. Students enrolled in the program will receive most of their disciplinary training in the HPCH Department but will also take courses in the Media Studies Program at the Faculty of Arts and Sciences (FAS). HCOM courses are designed to train students in Public Health theory and methods; planning, managing and evaluating health communication; and communicating health messages to audience of interest.

The HPCH Department also contributes to teaching courses in other undergraduate programs in the Faculty of Health Sciences and in a Teaching Diploma in Health Education with the Department of Education at the Faculty of Arts and Sciences.

Course Description

HPCH 200 Global Health 3.0; 3 cr.
This course presents an overview of global health, with a specific focus on its relationship to conflict, displacement and the humanitarian relief systems. This is achieved through a multidisciplinary approach with readings from the sciences, social sciences, and humanities. The course promotes student-centered learning and assesses the achievement of learning outcomes mainly through critical writing assignments.

HPCH 201 Health Awareness 3.0; 3 cr.
A course that aims to increase understanding of the social dimensions of health and illness and the factors that relate to healthy living. This course tackles common health concerns as they relate to the individual, with an emphasis on prevention and wellness lifestyle behavior. This course is open to students from all faculties.

¹) On Leave
^P) Part time

HPCH 202 Sexuality and Health 2.0; 2 cr.

This course aims to provide students with an overview of human sexuality and its dimensions within a framework of health and wellness. Through discussions, lectures and assignments, students will learn about the interaction between the biological, social, and health/medical aspects of sexuality and discourses surrounding sexuality in our part of the world. Some of the issues include: (1) Development of sexuality and sexual and gender identities, (2) Sexuality and reproductive health, (3) Sexuality and Arab culture, (4) Sexuality expressions/behaviors and public health, (5) Sexuality and gender-based violence.

HPCH 203 Interpersonal Communication 2.2; 3cr.

This course is an introduction to human communication theory and practice. It emphasizes both interpersonal and group communication skills. The course introduces students to assumptions we make about communication and key elements of the communication process. The course attempts to highlight the connection between communication concepts and everyday life by using interactive methods that allow students to explore concepts in relation to their own personal experiences.

HPCH 204 Social Marketing 2.2; 3cr

This course is designed to introduce students to the main concepts and applications of Social Marketing in public health. Social Marketing is a framework used to plan and implement behavior change and social change initiatives; its goal is to influence social and behavioral change to promote health among individuals and communities, using strategies and tactics based on science and consumer research. In this course, students will learn the fundamental principles and theoretical underpinnings of Social Marketing and will apply them in real situations and settings. *Prerequisites: HPCH 210, HPCH 211 and MCOM 202*

HPCH 205 Introduction to Public Health 2.2; 3cr.

An introductory course intended to introduce undergraduate students to the basic concepts, disciplines, principles of public health, and how public health functions and integrates other professions. Students learn how to link biological, physical and socio-political factors to health and illness, situated at individual, community, institutional and global levels through interactive lectures and consequent application sessions. Examples and case studies of contemporary health challenges and interventions from the world and particularly the Arab region will be used.

HPCH 207 Risk Communication in Public Health Practice 1.2; 2cr.

In this course students will learn the basic concepts of risk communication and its applications in public health. This course will cover the basic principles of theories of risk perception (e.g., Prospect Theory) and discuss their applications in public health incidents responses. We will include elements of risk message framing, public engagement, using traditional and social media, as well as ethical considerations of public communication. At the end of this course, students will be able to apply these concepts to design messages to convey risk information in public health by producing messages in various formats, including fact sheets, press releases, video scripts, text messages, and media kits. The final presentation will consist of a mock press conference on a pre-determined topic. *Prerequisites: HPCH 210 and HPCH 212*

HPCH 208 Advocacy and activism for Social Change 2.2; 3cr.

In this course, students are exposed to the art and science of advocacy in public health.

The course covers the basic elements of an effective evidence-based advocacy process, including defining the issue, defining the audiences and crafting advocacy messages. Students work in groups to develop an advocacy tool, such as a newspaper article, a letter of complaint, or a policy statement for an advocacy project addressing a public health issue of relevance to Lebanon or a country of the region. *Prerequisites: HPCH 204 and 207*

HPCH 209 eHealth for Public Health 1.2; 2cr.

This course is designed to introduce students to eHealth and mHealth; that is the use of technologies for health communication in public health. We will explore a range of mobile and social media uses in health to address methodological, conceptual, ethical and design issues pertinent to these emergent technologies. Topics to be inquired in this course include: technology-based doctor-patient interaction, user-generated narratives, health promotion and interventions through mobile and digital media, online risk behaviors, health surveillance, to name a few. *Prerequisites: HPCH 210, 212, MCOM 228 and 246*

HPCH 210 Health Communication Theory 2.2; 3cr.

This course investigates the nature of health communication theories and provides an overview of the main theoretical frameworks applied in the health promotion discipline and health communication in particular. This class will explore the theory, research, and skills associated with communicating in various care contexts which include communication among providers, family caregivers, patients, healthcare organizations, and in mediated messages in the marketing and promotion of health information and the politics of health care.

HPCH 211 Research Methods 2.2; 3cr.

This course is an introduction to methods for research used in health communication. It introduced students to the theoretical thinking and application of both quantitative and qualitative methodologies as they apply to health communication. Students will learn how to frame questions, review scientific literature, select appropriate designs and methodologies to measure knowledge, attitudes and behavior, and analyze data to guide communication strategies. Students are provided with opportunities to apply various techniques of data collection and analysis to interpret research findings and use them effectively in decision making about health communication activities and programs.

HPCH 212 Design and Evaluation of Health Communication Activities 2.2; 3cr.

In this course, students learn how to plan, implement, and evaluate health activities, starting with the health-related needs assessment in the community to determine priority areas for health education. Based on these areas, students go through the process of developing objectives, selecting appropriate activities, obtaining support from decision makers, and implementing an activity. *Prerequisites: HPCH 210, HPCH 211 and EPHD 213*

HPCH 215 Project Management Skills 1.2; 2cr.

This course aims to familiarize students with basic concepts and terminology in project management. It provides an overview of the project life cycle, and a set of skills and tools in project management. The course also exposes students to basic resource management. *Prerequisite HPCH 250.*

HPCH 237 Theories and Practice of Health Promotion 3.0; 3 cr.

This course will introduce students to an ecological perspective of health, specifically

