

# Department of Health Promotion and Community Health

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Departmental courses are designed to introduce students to the field of health promotion and community health. Health promotion is the process of enabling people to increase control over and improve their health through a wide range of social and health-related interventions. Community health is concerned with the improvement or maintenance of the health characteristics of communities. Emphasis is placed on the role of health promotion specialists to design, implement and evaluate health-promoting interventions with participation of communities and groups. Ethical issues in health promotion and community health are emphasized in all courses.

The following courses are offered by the department:

**HPCH 301 Health Communication 2.0; 2 cr.**

Health communication is an area of study that examines how human and mediated communication can influence the outcomes of health-care and health promotion efforts. This core MPH course introduces the students to the basic concepts of health communication and its scholarship, including the focal areas of health literacy and patient-provider communication, social marketing, health campaigns, risk communication, crisis communication, and health advocacy. In the course, students will discuss the ways communicating about health is influenced by individual, social, and societal factors. The course will provide students with tools to critically evaluate existing health campaigns and to outline strategies to effectively communicate with different audiences about health-related topics. They will also design culturally appropriate, evidence-based health messages, designed for specific publics. Through this course, students will also learn how to effectively communicate scientific information with different audiences (e.g., general population, experts, the media), appropriately choosing oral and written materials and communication channels.

<sup>1</sup>) On leave (LWOP)

P) Part Time

**HPCH 331 Theories in Health Promotion****2.0; 2 cr.**

This course focuses on theories utilized to understand health determinants and outcomes and to promote individual and population health. Students will critically examine perspectives from health promotion and other social science disciplines through theoretical readings and empirical case studies. They will also discuss the merits and challenges of using theory to analyze health and to intervene at multiple levels from the individual to the structural levels. *Prerequisite: PBHL 312 or (PHNU 300 and NFSC 307).*

**HPCH 332 Community Health Promotion, Mobilization and Advocacy 2.0; 2 cr.**

In this course, students learn about the notion of community health, and the principles of community organizing to identify needs, values and resources in a community setting in order to develop an advocacy plan that will address a priority community health issue. Topical areas cover community organizing, types of community assessments, prioritization, community based participatory approaches, advocacy strategies, and community organizing and advocacy ethics. *Prerequisite: PBHL 312.*

**HPCH 333 Social Marketing for Health Promotion****2.0; 2 cr.**

In this course, students will learn the theoretical underpinnings of social marketing, a framework used to develop strategies aimed to address social and public health issues and to design effective, sustainable, and ethically sound public health campaigns. As a service-learning course, students apply concepts acquired into the development of a social marketing plan for a local community partner organization, responding to selected public health issues. This course is offered in blended learning format, which means based on a mix of different modes of delivery (online and face-to-face), models of teaching and learning styles, providing students with an interactive and meaningful learning environment. *Prerequisites: HPCH 331 and PBHL 303.*

**HPCH 334 Qualitative Research in Health Promotion****3.0; 3 cr.**

The course develops learners' qualitative research skills to address a research question relevant to health promotion. Students engage through classroom discussions, role play and assignments to gain hands on experience in conducting qualitative research beyond class settings. Students learn about qualitative research designs and methods and then apply the research process by generating data, and analyzing the data to answer a research question of their choice. They will also learn how to evaluate the quality or rigor of a qualitative research proposal or manuscript. Topics include in-depth interviews, observations, focus groups, thematic analysis, research rigor and research ethics. *Prerequisites: PBHL 310 and PBHL 312 or (PHNU 300 & NFSC 307 & NFSC 301).*

**HPCH 335 Implementation Research for Public Health****2.0; 2 cr.**

This course introduces implementation research, its frameworks, methods, and applications. Through readings and case studies, students will develop an understanding of implementation strategies at the individual, organizational and policy levels, and will discuss issues related to sustainability and scaling-up. They will develop a project where they articulate an implementation research problem of importance in their context, identify implementation strategies, select the appropriate study design, and consider the ethical aspects of the work. This is a required course for all students enrolled in the graduate program on the WHO-TDR scholarship scheme. *Prerequisite: PBHL 303.*

**HPCH 339      Tutorial in Health Promotion and Community health      1-3 cr.**  
A guided study in particular topics in health behavior and health education as defined by instructor and student.

**HPCH 341      Special Topics in Health Promotion  
and Community Health - Special Populations      1-3 cr.**  
A course in which students explore the personal, social and community determinants that influence the health of special populations such as women, children and adolescents, or an aging population. Issues of assessment as well as design, implementation, and evaluation of interventions at a variety of levels to promote the health of such special populations are discussed.

**HPCH 342      Special Topics in Health Promotion and Community  
Health - Exploring the Context of Intervention      1-3 cr.**  
A course in which students explore social and political determinants affecting health and health behavior in Lebanon, generally, and in rural and urban contexts, among others. Through group projects and investigations, students learn how culture, laws, policies, economics, kinship and communal ties interact and produce health inequalities in Lebanon today. At the end of this course, students build up case studies analyzing social and political forces surrounding a contemporary health issue of their choice within a particular context.

**HPCH 343      Forced Migration      3.0; 3 cr.**  
This course provides: 1) an introduction to key legal, social, and political frameworks on forced migration (internal and cross-border) and the meaning of the term refugee as a political and social construct; 2) a survey of forms of forced migration and their continuities; and 3) a critical approach to the international refugee humanitarian and protection system. The course addresses forced migration as a global phenomenon but synthesizes conceptual and legal writings on the subject with refugee experiences in the global south particularly the Arab region. It incorporates readings from multiple disciplines (including literature), documentaries, and invited talks by scholar-activists. The course's thematic focus is health, broadly conceived, and its philosophical orientation is embedded in demands for human rights and justice for all refugees.

**HPCH 365      Practicum      0.30; 2 cr.**  
A practicum in which students gain field experience in the assessment, development, implementation and/or evaluation of interventions for health promotion at the individual, interpersonal, organizational, community or policy levels. Students integrate knowledge and theory learned in the classroom setting with the realities of public health practice. Sites for practicum can include community health centers, hospitals, local or international NGOs, governmental organizations, schools or academic field projects. *Prerequisites: Completion of all, or all but one, of the core and/or concentration courses. Prerequisite: PBHL 399A.*

**HPCH 366      Practicum      0.30; 1 cr.**  
Practicum for students who receive a partial waiver. *Prerequisite: PBHL 399A.*