Department of Health Promotion and Community Health

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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.

1) On Leave (LWOP)
P) Part time

Course Description

HPCH 200   Global Public Health   3.0; 3 cr.

The course presents an overview of global public health through a multidisciplinary approach. This will be accomplished through readings and other materials from public health, the social sciences, and the humanities on global public health issues, as well as through learner-centered class activities and writing assignments. The course will trace the origins of global health as a field and analyze the role of different international, national, and local actors in current global health issues. Throughout the semester, students will examine case studies of current global health challenges, identify their social, economic, and political causes, and discuss approaches and policies that ensure health, equity, and social justice. *Not open to sophomores and first year students in all faculties.*

HPCH 201   Health Awareness and Behavior   3.0; 3 cr.

This course in health awareness and behavior introduces students to modern concepts of holistic health which comprise physical, mental, social, and spiritual dimensions of health and wellness. It aims to provide students with an up- to- date knowledge on contemporary health issues to help shape their perceptions, attitudes and behaviors, that will ultimately lead to higher levels of health and wellness, and reduce vulnerability to illness and disability, within a framework of human rights. This is achieved through a dynamic and interactive classroom setting engaging students in critical assessment around their health attitude, knowledge, and life-style behaviors.

The course will encourage students to participate in open class discussions, material presentation, and class debates around issues related to students' health perceptions, daily health habits, behavior, and national and global public health matters. Ultimately, students are expected to examine their attitudes toward health issues, encouraged to engage in health behavioral change, and to reinforce/promote a healthier lifestyle and make informed decisions that will not only prevent or delay the onset of certain health conditions, but also promote holistic health and wellness.

HPCH 202   Sexuality and Public Health   2.0; 2 cr.

This course aims to provide students with an overview of sexuality and sexual health and its dimensions within a framework of human rights. Through discussions, lectures and assignments, students will learn about the evolution of sexuality and sexual health within the global perspective with specific focus on the public health aspect. It will look into the interaction between the biological, social-cultural and health/medical aspects of sexuality and the current discourses surrounding sexuality in Lebanon and the Region. Some of the issues include: (1) Development of sexuality and sexual & gender identities, (2) Sexual and reproductive health aspects, (3) Sexual identities and sexual rights debates (4) Sexuality expressions/behaviors and public health, (5) Safe sex and sexual 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

How can we influence people's behaviors, such as wearing masks, getting a vaccine jab, observe physical distancing, screening for cancer, or even voting? Can we 'sell' healthy eating, tooth brushing, recycling, the same way corporations sell their products? Social Marketing is a discipline that can answer these questions (and many more) to address a broad range of health, environment, political, and social issues. Social marketing "seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good"1 . Social marketing requires soul and heart. In this course, you will learn how to apply the basic concepts of Social Marketing into strategic plans aimed to address 'wicked problems' affecting local communities. *Prerequisites: HPCH 210, HPCH 212 and MCOM 202*

HPCH 205   Introduction to Public Health   2.2; 3cr.

This course is intended to introduce undergraduate students in the Health Communication Program to basic concepts, disciplines and principles of Public Health. Students learn how biological, environmental, social, economic, and political factors are intimately related to health, health care and illness. The course incorporates a critical perspective on contemporary health challenges. Most sessions include a common lecture and Moodle forums on case studies from the world, particularly the Arab region.

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.

Social media and mobile apps have become ubiquitous in nearly all aspects of our lives. These technologies are changing the ways healthcare providers interact with and deliver care to their clients. Digital technologies have also changed the way researchers design and implement health promotion and intervention programs, and consumers gather health information and make health decisions. This course is designed to introduce students to eHealth, which encompasses the use of digital technologies to deliver healthcare programs and to promote health among different publics. eHealth or digital health encompasses, telehealth (telecare, telemedicine, tele-coaching, tele-

rehab), technology-enabled care services, mobile apps, and social media for health promotion campaigns. *Prerequisites: HPCH 210, 212, MCOM 228 and 246.*

HPCH 210   Health Communication Theory   2.2; 3cr.
In this course you will learn the main theoretical frameworks and tools applied in health communication. You will discover how these frameworks can be used to analyze problems and diffuse health-related content among various stakeholders in different contexts and settings. A relevant part of this course will discuss the use of communication for health information dissemination and doctor-patient communication, and the politics of health care. Through examples and realistic scenarios, you will learn health communication by doing health communication.

HPCH 211   Research Methods   2.2; 3cr.
This course is an introduction to methodologies for research used in health communication, including both quantitative and qualitative methods. Students will learn how to frame questions, review scientific literature, select appropriate designs and methods to measure knowledge, attitudes and behavior, and analyze data to guide communication strategies. Students are provided with opportunities to apply various methods of data collection and analysis to interpret research findings for decision-making about health communication activities and programs.

HPCH 212   Design and Evaluation of Health Communication Activities2.2; 3cr.
In this course, students learn how to plan, implement, and evaluate health communication activities, starting with the health-related needs assessment in the community to determine priority areas for health promotion. Based on these areas, students go through the process of developing objectives, selecting appropriate activities, and implementing and evaluating 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.

Many health communication activities are implemented using projects and project teams. This course introduces students to the core concepts and skills for managing these projects effectively; ensuring they are completed on time, within budget, and meeting performance objectives. This course aims to familiarize students with basic concepts and terminology in project management. It provides an overview of the project life cycle starting from rationale, writing project objectives, developing activities and action plan which includes a budget break down. The course will also introduce students to how they can set indicators to monitor and evaluate project activities. *Prerequisite HPCH 250.*

HPCH 237   Theories and Practice of Health Promotion   3.0; 3 cr.
This course introduces students to a range of health promotion theories that address multiple level determinants of health and illness. Current public health challenges will be discussed to enhance understanding of how determinants at the individual, organizational, community and sociopolitical levels interact and contribute to health risks and outcomes. The course emphasizes an ecological approach and the health

promotion principle of enabling people to increase control over their health. Readings and class discussions advocate for equitable policies and social justice.

HPCH 250   Practicum   2cr.
This course provides students with the opportunity of gaining field experience in the development, implementation, and/or evaluation of health communication activities or programs. At the end of the second year of the program, students will be placed at a site where they will be able to apply knowledge and theory learned through their courses. They will engage in an ongoing health communication project or health communication activities of certain projects by undertaking specific tasks under the supervision of a field preceptor and upon the approval of the course coordinator. Students who have completed all first- and second-year HCOM required courses are eligible to enroll in the practicum. *Prerequisites: HPCH 204 and 207*

HPCH 251   Capstone Seminar   0.2; 2cr.
This seminar is taken during the last semester year of the BA program inHealth health Communication program. It is closely linked to the summer internship students are required to complete between their second and third year. The course is designed to challenge students to critically reflect on the knowledge they have gained in all their prior coursework and then synthesize that knowledge with field experience, with a focus on the role of health communication in contributing to public health in Lebanon. The course provides students with the opportunity to further develop the full set of competencies essential for a health communication graduate. It also provides them time and space to sharpen their leadership and other professional skills, as well as demonstrate independent thinking and respect for diversity. *Prerequisites: HPCH 209 (concurrent) and HPCH 250.*

Modes of Analysis	Understanding Communication - English and Arabic (9)	Cultures and Histories (12), Human Values (3)	Societies and Individuals (6)	Understanding the World (6) Quantitative Reasoning (5)	Major Courses (55+2+2)	Community-Engaged Learning (3)
Lecture Course (9+15+6+11 +55+2+2+5)	• Required Arabic course (3); Required English courses: ENGL 203 (3), 204(3)	• 12 credits in Cultures and Histories • MCOM 215 (3)	Societies and Individuals (6)	• Understanding the world electives (6) • EPHD 203(3) • EPHD 213 (2)	• HPCH 200(3); HPCH 201(3); HPCH 203(3); HPCH 204(3); HPCH 205(3); HPCH 207(2); HPCH 208(3); HPCH 209(2); HPCH 210(3); HPCH 211(3); HPCH 212(3); HPCH 215(2); HPCH 237(3); MCOM 202(3); MCOM 215(3); MCOM 246(3); MCOM 247(3); MCOM 228(3)	• HPCH 204 (1); 207 (1); 208 (1)
Lab (3)				• EPHD 203(3) • EPHD 213 (2)		
Seminar (2)					• HPCH 251(2)	
Fieldwork					• HPCH 250(2)	• HPCH 250 (2)