

NAME	<b>BASICS OF HEALTH PROMOTION</b>
Course volume ECTS	5
Assessment form	Assignments. Exam
Methods of learning	Courses and individual work
Approximate amount of contact lessons	In Finland 135 h: 20 h contact lessons + 115 h independent and collaborative online learning In Estonia 130 h: 24 h contact lessons + 106 h independent and web-based work.
Lecturer	-
Pre-requirements	No
<b>Course aims (Learning outcomes of the course)</b>	<ul style="list-style-type: none"> <li>- Concepts of health and health promotion</li> <li>- Promotive and preventative approaches to health promotion at individual, community and society levels, salutogenesis</li> <li>- Multilevel determinants of health and well-being</li> <li>- Socio-ecological model of health determinants</li> <li>- National and international strategies and programs of HP</li> <li>- Overview of national and international structure, organizations and actors (settings) of HP health promotion</li> </ul>
<b>Brief description of the course</b>	Health and health promotion concepts (WHO and other approaches). Health determinants (environment, media, regulations, consumer education, behaviour, etc.). Health promoting institutions. National health strategies. International health promotion organizations (WHO, IUHPE, EUHPA etc.), their health policies and strategies. Management, planning and assessment of health promotion activities. Independent work: studying the movement of Estonian and international health promoting institutions.
<b>Learning outcomes</b>	<p>Students:</p> <ul style="list-style-type: none"> <li>- knows and understands the key concepts of health and health promotion, as well as ethical principles, and is able to apply them;</li> <li>- knows and understands comprehensive and multilevel determinants of health, frameworks and models as socioecological model;</li> <li>- is familiar with the national and international strategies, programmes and agendas of health promotion (e.g. HiAP);</li> <li>- is aware of HP organizational structures on national and international levels, e.g. official units (WHO, UN, EU), professional organizations (IUPHE, EUPHA etc), as well as settings such as Health Promotive Cities/Hospitals/Schools ect.</li> </ul>
Evaluation scale	Passed from 1-5
Assessment methods and criteria	Assessment consists of two components: 1) a written examination 50%; 2) an essay and a presentation about the HP institution 50%.
<b>Study literature and materials</b>	<p><b>MUST:</b></p> <p><b>OPTIONAL:</b></p> <p>Bracht, N. (1999). Health promotion at the community level. SAGE Publications, pp.3-174</p> <p>Kasmel, A. ja Lipand, A. (2007). Tervisedenduse teooria ja praktika I. Sissejuhatus salutoloogiasse. Tallinna Raamatutrükikoda.</p> <p>Rahvatervise seadus.</p> <p><a href="http://www.riigiteataja.ee/ert/act.jsp?id=832080">http://www.riigiteataja.ee/ert/act.jsp?id=832080</a></p> <p>Rahvastiku tervise arengukava 2009-2020.</p> <p><a href="http://www.valitsus.ee/failid/Rahvastiku_tervise_AK_2009_2020.pdf">http://www.valitsus.ee/failid/Rahvastiku_tervise_AK_2009_2020.pdf</a></p> <p>Green &amp; Kreuter; Dahlgren &amp; Whitehead model of the social determinants of health, Barclay &amp; Fleming, Ryan &amp; Travis. Mittelmark, Laverack. Nutbeam.</p> <p>WHO. Ottawa Charter.</p> <p>Ewles &amp; Simnett's Promoting Health: A Practical Guide, 7e by Angela Scriven BA(Hons) (2017)</p> <p>MEd CertEd FRSPH MIUHPE</p> <p>Fertman C, I, Allensworth D, D. 2017. Health Promotion Programs. From Theory to Practice. Jossey Bass, USA. Chapters 1 and 2.</p> <p>Mittelmark M, Sagy S, Eriksson M, Bauer G, Pelikan J, Lindström B. The Handbook of Salutogenesis. Springer 2016 Available free online.</p> <p>Huber M, van Vliet M, Giezenberg M, Winkens B, Heerkens Y, Dagnelie P, Knottnerus J. 2016. Towards a 'patient-centred' operationalisation of the new dynamic concept of health: a mixed methods study. BMJ Open access 2016;5.</p> <p>Huber L, Green LW, van der Horst H, Loureiro M. 2011. How should we define health? BMJ 2011;343.</p> <p>B. J. SMITH, KWOK CHO TANG<sup>1</sup> and DON NUTBEAM 2006: WHO Health Promotion</p>

Glossary: new terms. Health Promotion International Advance Access published September 7, 2006. <http://www.who.int/healthpromotion/about/HP%20Glossary%20in%20HPI.pdf?ua=1>

Pietilä Anna-Maija (toim.). 2010. Terveystiedon edistäminen. Teorioista toimintaan. (Health Promotion. From Theory to Practice) WSOY pro Oy, Helsinki. (Health Promotion.

Current national and international articles. National and local seminars/conferences about the issue.

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