

## **CODE BSPH-104 HEALTH PROMOTION, ADVOCACY AND SOCIAL MOBILIZATION**

### **Course Objectives:**

After studying this course, you should be able to:

- i. Describe the concept of health and its determinants
- ii. Define Health Promotion and Develop an understanding about evolution of health promotion
- iii. Explain the models of Health promotion
- iv. Recognize the cultural diversities in Health Promotion
- v. Learn various strategies and methods for Health Promotion

### **Course Contents:**

- i. Concept and Determinants of Health
- ii. Health Literacy and Health Communication
- iii. Introduction of Health Education
- iv. Introduction to Health Promotion
- v. Ottawa Charter, Jakarta Declaration, Healthy Cities 2000
- vi. Advocacy, Community Participation, Enablers and Healthy Public Policy
- vii. Approaches to Health Promotion
- viii. Cultural Diversity in Health Promotion
- ix. Intervention Programs
- x. Social Mobilization

### **Recommended Books:**

1. Health Promotion Strategies and Methods Garry Egger, Rob Donovan, Ross Spark 2013.
2. Garry Egger, Ross Spark, Rob Donovan Health Promotion Strategies and Methods 2<sup>nd</sup> McGraw-Hill
3. Pakistan Medical Corps Health Education Handout Pakistan Medical Corps
4. Raingruber B Health Promotion Theories Jones and Barlett Learning
5. Naidoo Foundations for Health Promotion Elsevier Health Sciences
6. National Institute of Health England: HPR 850 Theory at a glance: A guide for Health Promotion Practice National Institute of Health England: HPR 850