



Course: **Health promotion**

Objectives: Analysis of the health promotion policy on international and national level.
 Comparing most successful health promotion actions.

Description: Ottawa charter defined health promotion as a process to enabling people to increase control over their health behaviours to improve their health. Better health indicators are attributable to lifestyle factors: tobacco and alcohol consumption, diet, physical activity; environmental, socio-economic: education, income, occupation; stable eco-system, sustainable resources, social justice and equity. Healthy public policy, strengthening community actions, developing personal skills, and reorienting health services are the vital challenges of modern health promotion. The subject also focuses on selected health promotion strategies, their evaluation methods and tools in high - developed countries. Effective health promotion policy is associated with health inequalities reduction. The main topics are as following:

- Health promotion – main definitions and models
- International health promotion strategies, programs and actions
- The health promotion policy in health care systems
- Health determinants and main health risk factors
- Health promotion as a key pillar of European Union policy
- Health Impact Assessment as an effective health promotion tool.
- Identification of vital health problems and health needs of the contemporary urban multicultural societies.
- Accidents and injuries prevention.
- Health promotion in cardiovascular diseases.

Literature:

1. Randall R. Cottrell, James T. Girvan, James F. McKenzie, Principles and Foundations of Health Promotion and Education, 4th edition, Benjamin-Cummings Publishing Company, 2008

2. L. Kay Bartholomew, Guy S. Parcel, Gerjo Kok, Nell H. Gottlieb, Planning Health Promotion Programs : An Intervention Mapping Approach, 2nd Edition, Jossey-Bass A Wiley Imprint, 2006

Teaching: case study/conversations
180 hours

Examination: test exam

ECTS:6 .

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