

department: Public Health

Course Title:

Communication in health education and health promotion of students:

Health education and health promotion

prerequisite courses:does not have

Event Place:

School of Health in charge of the course (teacher):Dr. Mohammad Sadegh Abedzadeh

Number of credits: 2 Teaching time: Saturday 2-4 Degree of students: M.Sc.

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General purpose of the lesson:

1- Comprehensive acquaintance with

2-Concepts and principles of communication

3- Principles and foundations of effective communication methods and their application in health education

Student Exam Resources:

1. Cludia F. Parvanta et al: essentials of public health communication. Jones & Bartlett learning, latest Edition

2. Schiavo. Renata, Health communication: from theory to practice 1st ed. Published by jossey- bass, Latest edition

3- Mohsenian Rad. Mehdi, Communication, Soroush Publications, 8th edition, 2008

4.Cultural. Ali Akbar, Human Communications, Volumes 1 and 2, Rasa Cultural Services Institute, published in 1392

6. Health communication. Written by Mohsen Saffari et al., Sobhan Publications

7. Communication in Health from Theory to Practice Written by Dr. Shojaeizadeh Sobhan Works Publications

How to evaluate a student during the course:

- Methods and time of assessment and evaluation of the student and the bar related to each evaluation:

Method	Score	Date	Time
Attend and participate actively in the class	1	During Semester	Scheduled training hours

Provide classroom and practical activities	5	During Semester	Scheduled training hours
End of term exam	14	End of semester	Scheduled training hours
Total	20		

Student assignments during the course:

Continuous attendance in the classroom

Participate in answering course questions

Performing and presenting classroom and practical activities

☑ Teaching methods and teaching aids used

The teaching method in this course will be in the form of lectures, group discussions, questions and answers, using magic and whiteboards, as well as the use of other educational media as needed.

Lesson rules and expectations from students

1- Attending the class on time and based on the set time

2- Observance of training and disciplinary regulations

3- Studying the contents of the previous session and preparing to attend the class

4- According to the educational regulations, unjustified absence in the final exam will be considered as a score of zero and justified absence will cause the removal of that course.

Schedule of presentation of health education and health promotion curriculum in the second semester of the 99-1400 academic year

session	Specific Objectives (Outline)	Specific behavioral goals	lecturer	Necessary preparation of students before the start of the class
1	Generalities of the concept of communication and communication studies	The student can define communication and explain its meaning in a few lines. Express the importance of communication in a few sentences. Express cultural elements and its impact on health.	Dr. Abedzadeh	
2	Verbal and non-verbal communication	The student can name different categories in the relationship. Explain the effect of verbal and non-verbal communication on		Knowing the contents of the previous session

		communication.		
3	Effective communication features	The student can define effective communication. Express the cultural elements influencing effective communication.		
4	Communication approaches Factors Affecting a Successful Communication	The student can name different communication approaches. Factors Affecting a Successful Communication And the importance of social and cultural factors in this regard.		
5	Planning and implementing health communications	The student can name the different stages of communication planning in the field of health and give a brief explanation.		
6	Planning and implementing health communications	The student can name the different stages of communication planning in the field of health and give a brief explanation.		
7	Evaluation in health communication programs	The student can briefly describe the evaluation steps in health communication programs.		
8	Theories and models of communication in health education	The student should be able to explain at least two theories or models of communication in health education		
9	Theories and models of communication in health education	The student should be able to explain at least two theories or models of communication in health education.		
10	Comprehensive communication strategies in health education programs	The student should describe at least two comprehensive communication strategies in health education programs.		
11	Attract comprehensive support	The student should be able to briefly explain the concept of comprehensive support		
12	Attract comprehensive support	The student should be able to describe at least three ways to gain comprehensive support.		
13	Social mobilization for health	The student can explain the importance of social mobilization for health and explain how to do it.		
14	Traditional and cultural approaches	The student can name traditional		

	to health	approaches to health and name the cultural factors that affect them.		
15	Selecting a target group by the student and analyzing the audience, presenting the appropriate message and communication channel according to the analysis performed	The student can analyze the audience as well as identify the channel and message accordingly and present it in class.	Student	Prepare yourself to ask questions and create a class discussion on the topic
16	Selection of a target group by the student and audience analysis, providing the appropriate message and communication channel according to the analysis performed	The student can analyze the audience as well as identify the channel and message accordingly and present it in class.	Student	Prepare yourself to ask questions and create a class discussion on the topic
17	Selecting a target group by the student and analyzing the audience, presenting the appropriate message and communication channel according to the analysis performed	The student can analyze the audience as well as identify the channel and message accordingly and present it in class.	Student	Prepare yourself to ask questions and create a class discussion on the topic
18	Observe the relationship between two people and examine the different dimensions of communication between them and present it in class	The student can observe the relationship between two people and examine the different dimensions of communication between them and present it in class.	Student	Prepare yourself to ask questions and create a class discussion on the topic
19	Observe the relationship between two people and examine the different dimensions of communication between them and present it in class	The student can observe the relationship between two people and examine the different dimensions of communication between them and present it in class.	Student	Prepare yourself to ask questions and create a class discussion on the topic
20	Observe the relationship between two people and examine the different dimensions of communication between them and present it in class	The student can observe the relationship between two people and examine the different dimensions of communication between them and present it in class.	Student	Prepare yourself to ask questions and create a class discussion on the topic
21	Summary and class discussion		Lecturer in collaboration with students	