Course Title/Code: **Health Behaviour and Communication (MMPH6109)**

Department: School of Public Health

Objective:

1. Identify the major theories from social and behavioural science disciplines commonly used in public health research and practice
2. Critically examine the utility of individual-based theories for the planning, implementation, and evaluation of public health interventions
3. Analyze the role of health communication on health behaviours
4. Apply social and behavioral science theories in the development and evaluation of public health interventions

Content:

- Introduction: why study social and behavioral factors in public health?
- Individual-based theories on health behavior: Cognitive models
- Interpersonal-based theories on heath behavior: Social cognition models
- Health communication
- Social marketing in public health
- Community-based approaches to public health intervention
- Planning a public health intervention program: the application of the Precede-Proceed Model
- Evaluating the public health impact of public health interventions
- Special topic 1: Obesity
- Special topic   2: Unprotected sexual behavior
- Special topic 3: Smoking and alcohol consumption
- Special topic 4: Health screening and immunization behavior

Learning Outcomes:

1. Compare and contrast the strengths and limitations of the existing social and behavioral science theories in predicting health behavior.
2. Evaluate the role of health communication and social marketing in health promotion and public health education.
3. Outline the Precede-Proceed Model for public health intervention program planning.
4. Explain the steps in evaluating the impacts of public health interventions.
5. Demonstrate skills in applying theoretical models to analyze health behaviors.

Prerequisite: None

Duration: 3 hours/week; 30 contact hours

Continuous assessment/
examination ratio: Group presentation: 40%
Individual written reflective journal: 50%
In class exercise: 10%

Remarks: Also offered to RPg from other Faculties at HKU. Approval from the School must be sought prior to enrollment.