

Department of Health Promotion and Community Health

Chairperson:	Makhoul, Jihad
Professor:	Makhoul, Jihad
Associate Professors:	Abdulrahim, Sawsan; Kabakian-Khasholian, Tamar; Nakkash, Rima
Assistant Professors:	Bardus, Marco; Hadjez, Esteban; Sieverding, Maia
Senior Lecturer:	^P El Kak, Faysal
Instructor:	Kanj, Mayada
Affiliates:	Kalot, Joumana; Najem, Martine

The Department offers a three-year Bachelor of Arts (B.A.) degree in Health Communication (HCOM) and a Master of Public Health (MPH) degree in Health Promotion and Community Health (HPCH).

The HCOM degree prepares undergraduate students to develop, deliver, and evaluate health communication activities and tools; and to communicate health information to diverse audiences. Students enrolled in the program will receive most of their disciplinary training in the HPCH Department but will also take communication courses in the Media Studies Program at the Faculty of Arts and Sciences (FAS). HCOM courses are designed to train students in Public Health theory and methods; planning, managing and evaluating health communication; and communicating health messages to target audiences.

The HPCH Department also contributes courses to other undergraduate programs in the Faculty of Health Sciences and a Teaching Diploma in Health Education with the Department of Education at the Faculty of Arts and Sciences.

Course Description

HPCH 200 Global Public Health and Conflict 3.0; 3 cr.
This course presents an overview of global public health, with a specific focus on its relationship to conflict, displacement and the humanitarian relief systems. This is achieved through a multidisciplinary approach with readings from the sciences, social sciences, and humanities. The course promotes student-centered learning and assesses the achievement of learning outcomes mainly through critical writing assignments.

HPCH 201 Health Awareness 3.0; 3 cr.
A course that aims to increase understanding of the social dimensions of health and illness and the factors that relate to healthy living. This course tackles common health concerns as they relate to the individual, with an emphasis on prevention and wellness lifestyle behavior. This course is open to students from all faculties.

HPCH 202 Sexuality and Health**2.0; 2 cr.**

This course aims to provide students with an overview of human sexuality and its dimensions within a framework of health and wellness. Through discussions, lectures and assignments, students will learn about the interaction between the biological, social, and health/medical aspects of sexuality and discourses surrounding sexuality in our part of the world. Some of the issues include: (1) Development of sexuality and sexual and gender identities, (2) Sexuality and reproductive health, (3) Sexuality and Arab culture, (4) Sexuality expressions/behaviors and public health, (5) Sexuality and gender-based violence.

HPCH 203 Health Communication**2.2; 3cr.**

This course is an introduction to human communication theory and practice. It emphasizes both interpersonal and group communication skills. The course introduces students to assumptions we make about communication and key elements of the communication process. The course attempts to highlight the connection between communication concepts and everyday life by using interactive methods that allow students to explore concepts in relation to their own personal experiences.

HPCH 204 Social Marketing**2.2; 3cr**

This course is designed to introduce students to the main concepts and applications of Social Marketing in public health. Social Marketing is a framework used to plan and implement behavior change and social change initiatives; its goal is to influence social and behavioral change to promote health among individuals and communities, using strategies and tactics based on science and consumer research. In this course, students will learn the fundamental principles and theoretical underpinnings of Social Marketing and will apply them in real situations and settings.

HPCH 205 Introduction to Public Health**2.2; 3cr.**

An introductory course intended to introduce undergraduate students to the basic concepts, disciplines, principles of public health, and how public health functions and integrates other professions. Students learn how to link biological, physical and socio-political factors to health and illness, situated at individual, community, institutional and global levels through interactive lectures and consequent application sessions. Examples and case studies of contemporary health challenges and interventions from the world and particularly the Arab region will be used.

HPCH 206 Media Relations for Public Health**1.2; 2cr**

The course is aimed to reflect on the role of media relations in communicating and disseminating the activities of public health institutions and health care organizations. This course makes use of current public health issues and topics (e.g. health and wellness, health determinants and health policies) to explore the relationship between journalists and public health and health care organizations. The role of health journalism is also discussed in relation to the role of public health professional with a degree in health communication.

HPCH 207 Risk Communication in Public Health Practice**1.2; 2cr.**

In this course students will learn the basic concepts of risk communication and its applications in public health. This course will cover the basic principles of theories of risk perception (e.g., Prospect Theory) and discuss their applications in public health incidents responses. We will include elements of risk message framing, public engagement, using traditional and social media, as well as ethical considerations of public communication. At the end of this course, students will be able to apply these concepts to design messages to convey risk information in public health by producing

messages in various formats, including fact sheets, press releases, video scripts, text messages, and media kits. The final presentation will consist of a mock press conference on a pre-determined topic.

HPCH 208 Advocacy and activism for Social Change**2.2; 3cr.**

In this course, students are exposed to the art and science of advocacy in public health. The course covers the basic elements of an effective evidence-based advocacy process, including defining the issue, defining the audiences and crafting advocacy messages. Students work in groups to develop an advocacy tool, such as a newspaper article, a letter of complaint, or a policy statement for an advocacy project addressing a public health issue of relevance to Lebanon or a country of the region.

HPCH 209 eHealth for Public Health**1.2; 2cr.**

This course is designed to introduce students to eHealth and mHealth; that is the use of technologies for health communication in public health. We will explore a range of mobile and social media uses in health to address methodological, conceptual, ethical and design issues pertinent to these emergent technologies. Topics to be inquired in this course include: technology-based doctor-patient interaction, user-generated narratives, health promotion and interventions through mobile and digital media, online risk behaviors, health surveillance, to name a few.

HPCH 210 Health Communication Theory**2.2; 3cr.**

This course investigates the nature of health communication theories and provides an overview of the main theoretical frameworks applied in the health promotion discipline and health communication in particular. This class will explore the theory, research, and skills associated with communicating in various care contexts which include communication among providers, family caregivers, patients, healthcare organizations, and in mediated messages in the marketing and promotion of health information and the politics of health care.

HPCH 211 Research Methods**2.2; 3cr.**

This course is an introduction to methods for research used in health communication. It introduced students to the theoretical thinking and application of both quantitative and qualitative methodologies as they apply to health communication. Students will learn how to frame questions, review scientific literature, select appropriate designs and methodologies to measure knowledge, attitudes and behavior, and analyze data to guide communication strategies. Students are provided with opportunities to apply various techniques of data collection and analysis to interpret research findings and use them effectively in decision making about health communication activities and programs.

HPCH 212 Design and Evaluation of Health Communication Activities**2.2; 3cr.**

In this course, students learn how to plan, implement, and evaluate health activities, starting with the health-related needs assessment in the community to determine priority areas for health education. Based on these areas, students go through the process of developing objectives, selecting appropriate activities, obtaining support from decision makers, and implementing an activity.

HPCH 215 Project Management Skills**1.2; 2cr.**

This course aims to familiarize students with basic concepts and terminology in project management. It provides an overview of the project life cycle, and a set of skills and tools in project management. The course also exposes students to basic resource management.

HPCH 237 Theories and Practice of Health Promotion 3.0; 3 cr.
This course will introduce students to an ecological perspective of health, specifically how health is shaped by different determinants. Case studies of current public health problems will be discussed to enhance understanding of how these determinants interact with one another and contribute to public health problems of interest. The importance of health behavior as a contributor to public health problems and the role of health promotion and health education in addressing these problems will be emphasized.

HPCH 250 Practicum 2cr.
A practicum in which students gain field experience in the development, implementation, and/or evaluation of a health communication activity. At the end of the second-year students will be placed at a community site where they will be able to apply knowledge and theory learned in the classroom setting within a health communication activity.

HPCH 251 Capstone seminar 1.2; 2cr.
This seminar is taken during the last year of the BA program in health communication; it is closely linked to the summer internship students are required to complete between their second and third year. The course is designed to challenge students to critically reflect on the knowledge they have gained in all their prior coursework and then synthesize that knowledge with field experience, with a focus on the role of health communication in contributing to public health in Lebanon. The course provides students with the opportunity to further develop the full set of competencies essential for a health communication graduate. It also provides them time and space to sharpen their leadership and other professional skills, as well as demonstrate independent thinking and respect for diversity.