ID	457
Curricular Unit	Models and Methods of Health Education
Regent	José Manuel Fragoso Alves Diniz
Learning Outcomes	(1) Discuss the concept of Health Education and their basic meanings and foundations. (2) Enable for analysis, review and production of communication pieces under the Education for Health (3) Develop counseling skills and processes of change within the Education for Health (4) Discuss the ethical aspects and ethics of intervention in the promotion and education for health ?
Syllabus	- FUNDAMENTAL CONCEPTS. Concept of health education. Scientific basis. Modalities. Selection of content. - INFORMATION. Sources. Messages. Channels of communication. Receptors. Techniques and procedures: potential and limits. Use of media. - CAMPAIGNS. Concept of social market. Production. Requirements for achievement. Predictable reactions. Monitoring and evaluation. - MODELLING OF ATTITUDES AND BEHAVIOR. Constraints and determinants. Motivations and intentions. Processes of change. Counseling. - Methods of persuasion and dissuasion. Concept. Ethical and deontological aspects. Terms of Service. Advertising - peculiar aspects.
Evaluation	Completion of two individual assignments, writings, short dimension: a) summary of an article and list of references on the subject; b) Intervention Project in Education for Health ?
Bibliography	François Christophe ANDRÉ LeLord.(1999) Estimate of L'Soi . Editions Odile Jacob Bensley Robert J Jodi Brookins-Fisher (editors).(2003) Community Health Education Methods . Jones and Bartlett Publishers BUXTON Ted. (1999) Ways to Improve Effective Health Education Materials. J. of Health Education,30 (1) :47-50. Chouhan Lionel. (2000) L'événement . Les Presses du Management, Paris GILBERT G SAWYER Robin Glen G. (1995) Health Education - Creating Strategies for School and Community Health . Jones and Bartlett Publishers HOUSE James S (2001). Uderstanding Social Factors and Inequalities in Health: 20 th Century Progress and 21 st Century Prospects. Journal of Health & Social Behavior, 43 (June):125-42 KOELEN Maria A, W van den BAN Ann.(2004) Health Education and Health Promotion . Wageningen Academic Press -Françoise Kourilsky Belliard. (1999) Plaisir Du Desir changer. Dunod, Paris Alain Rochon. (1991) Educacion para la Salud - Practical Guide to Conducting un Proyeto. Masson