

MED 6006 –Behavioral Sciences, Health Promotion and Health Education

Course Name	Code	Semester	Type of course	Theory (hours)	Application (hours)	ECTS
Behavioral Sciences, Health Promotion and Health Education	MED 6006	XII	Mandatory	26	45	5
Faculty, the educational program and education level	Faculty of Medicine, one-cycle Educational Program “Medicine”					
Author (s)	Khatuna Kuparadze , MD, Invited Lecturer Mob.tel.: 571 56 67 13; e-mail: khatuna97@hotmail.com Consulting day and time - individually					
Educational course format	Total: 150 hours Contact hours: 75 h 1. Lecture – 26 h 2. Practical lessons – 45 h 3. Midterm exam – 2 h 4. Final exam -2 h Independent work – 75 h					
Prerequisites	MED 3001 - Public Health I: Introduction to Public Health and Health Policy, MED 3008 -Public Health II: Basics of Health Management and Economics, “Epidemiology and Research Methods”					
The purpose (s) of tutorial course/modules	This course provides the student with basic knowledge about the behavioral and social sciences as they are applied to public health. In particular, this course interrogates the ecological framework which takes the perspective that health and well-being are affected by the interaction of multiple determinants at individual, interpersonal, community, social structural, and policy levels. Among the topics are intrapersonal and interpersonal strategies of health promotion, sociocultural variations in the definition, framing, and experience of health and illness, questions of social/behavioral etiology in public health, community health promotion, and politics, policy, and advocacy.					
Teaching and learning strategy	Teaching is done through 2 hour lecture and 3 hour small group sessions per day. Lectures are designed to deliver main concepts of the topic in question. Small group sessions allow discussion of topics and provide space for active student engagement. All reading assignments will be individually e-mailed to students. Students should complete readings before the class for which they are scheduled.					
Assessment criteria	A course grade (maximum 100 points) will be based on the following components: <ul style="list-style-type: none"> • Attendance – 6 • TAPPS – 20 • Midterm Exam – 34 • Final Exam - 40 The midterm exam will be done in a form of take-home assignment of essay of about four pages in length. Students are expected to complete the take-home exam on their own, i.e. without collaborating with others. Any plagiarism will lead to an F on the exams. The midterm exam will continue in an in-class format and will require 2 contact hours.					

The final exam will be conducted in an in-class format. Students will be given an essay topic relevant to class covered materials and will require 2 hours of in-class presence of a teacher.

In several classes, students will complete brief in-class exercises (Thinking Allowed Paired Problem Solving or TAPPS) that focus on the readings assigned for the session and lecture material. These brief exercises are intended to engage students in a public health problem with reference to assigned readings. Students will cluster in groups of 2-4 to discuss the issue and write a brief response during the class session. The small -group responses will be read and evaluated as “passing” if they are responsive to the question or issue, show some capacity to apply relevant course material, and directly address the week’s assigned readings. The in-class exercises (best 5 of 7) weigh 20% of the course grade. Students may collaborate in writing these in-class exercises. We will drop two of the 7 in-class exercises in assessing participation in the event of an unsatisfactory or missing grade due to absences for any reason and computer malfunctions of any kind.

The students’ assessment has to be done in the following way:

Positive rate:

- (A) Excellent- 91 or more points;
- (B) Very Good- 81-90 points;
- (C) Good- 71-80 points;
- (D) Satisfactory- 61-70 point;
- (E) Enough- 51-60 points;

Negative rate:

- (FX) Failure - 41-50 points, which means that a student needs to work more and an independent and considerable further work is required to pass the exam once again to be re-awarded;
- (F) Fail - 40 points or less, which means that the student's diligence is not sufficient and student has to learn the subject all over again.

The basic literature

Robert W. Buckingham, et al., “Factors associated with condom use among brothel-based female sex workers in Thailand,” *AIDS Care* 17(5) (July 2005): 640-647.

Christopher Bridle, et al., “A Systematic review of the effectiveness of health behavior interventions based on the transtheoretical model,” *Psychology & Health* 20 (3) (June 2005): 283-301.

MJ Dutta-Bergman, “Theory and practice in health communication campaigns: a critical interrogation,” *Health Communication* 18 (2) (2005):103-122.

A.M. Almedon, “Social Capital and Mental Health: an Interdisciplinary Review of Primary Evidence,” *Social Science and Medicine* 61 (2005): 943-964.

W. Yip, et al., “Does social capital enhance health and well-being: evidence from rural China,” *Social Science and Medicine* 64 (2007): 35-49.

CE. Sterk, KW Elifson, “Individual action and community context: the Health Intervention Project,” *American Journal of Preventive Medicine* 32(6 Suppl) (Jun 2007): S177-81.

Corona, R., Gonzalez, T., Cohen, R. Edwards, C., & Edmonds, T. (2009). Richmond Latino Needs Assessment: A Community-University Partnership to Identify Health Concerns and Service Needs for Latino Youth. *J Community Health*. 34. 195-201.

Annemarie Wagemakers, et al., “Community health promotion: a framework to facilitate and evaluate supportive social environments for health,” *Evaluation and Program Planning* 33 (2010): 428-435.

Kreuter, Kegler, et al., "The Impact of implementing selected CBPR strategies to address disparities in urban Atlanta: a retrospective study," *Health Education Research* 27(4) (2012): 729-741.

Saunders, R. (2005). Developing a Process-Evaluation Plan for Assessing Health Promotion Program Implementation: A How-To Guide. *Health Promotion Practice*. 6(2). 134-147.

Hargreaves et al. (2010). Process evaluation of the Intervention with Microfinance for AIDS and Gender Equity (IMAGE) in rural South Africa. *Health Education Research*. 25(1). 27-40.
<http://www.cdc.gov/eval/>

Lorien C. Abrams and Edward W. Maibach, "The Effectiveness of Mass Communication Campaigns to Change Public Behavior," *Annual Review Public Health* 29 (2008): 219-34.

Sonya Grier and Carol A. Bryant, "Social Marketing in Public Health," *Annual Review Public Health* 26 (2005): 319-339.

D.R. Williams and P.B. Jackson, "Social Sources of Racial Disparities in Health," *Health Affairs* 24(2) (2005): 325-334

CL Ford and CO Airhihenbuwa, "Critical Race Theory, Race Equity, and Public Health: Toward Antiracism Praxis," *American Journal Public Health* 100(S1) (2010): S30-S35.

Derek M. Griffith, "Cultural Context and a Critical Approach to Eliminating Health Disparities," *Ethnicity & Disease* 20 (2010): 71-76.

C. Airhihenbuwa & L. Liburd, "Eliminating Health Disparities in the African American Population: The Interface of Culture, Gender, and Power," *Health Education and Behavior* 33 (2006): 488-501..

Robert W. Buckingham, et al., "Factors associated with condom use among brothel-based female sex workers in Thailand," *AIDS Care* 17(5) (July 2005): 640-647.

Christopher Bridle, et al., "A Systematic review of the effectiveness of health behavior interventions based on the transtheoretical model," *Psychology & Health* 20 (3) (June 2005): 283-301.

MJ Dutta-Bergman, "Theory and practice in health communication campaigns: a critical interrogation," *Health Communication* 18 (2) (2005):103-122.

Dunkle, K. & Decker, M. (2012) Gender-Based Violence and HIV: Reviewing the Evidence for Links and Causal Pathways in the General Population and High-risk Groups. *American Journal of Reproductive Immunology*, pp. 1-7.

Dworkin, S. L., M. S. Dunbar, et al. (2011). "Uncovering tensions and capitalizing on synergies in HIV/AIDS and antiviolence programs." *Am J Public Health* 101(6): 995-1003

Feinberg, L. (2001). Trans health crisis: For us it's life or death. *AJPH*, 91, 897-900.

Howard I. Kushner and Claire E. Sterk, "The Limits of Social Capital: Durkheim, Suicide, and Social Cohesion," *American Journal of Public Health* 95(7) (Jul 2005): 1139-1143.

Jeanne M. Marrazzo "Even NHANES evolves: Some surprising findings about women who have sex with women." *Sexually Transmitted Diseases* 37(7):414-5, 2010 Jul.

Diaz, R.M., et al. (2001). "The impact of homophobia, poverty, and racism on the mental health of gay and bisexual Latino men: Findings from 3 US cities." *AJPH*, 91, 927-932.

R.M. Young and I.H. Meyer, "The trouble with "MSM" and WSW": Erasure of the sexual minority person in public health discourse," *AJPH* 95 (2005): 1144-1149

Richard G. Parker, "Sexuality, Health, and Human rights," *American Journal of Public Health* 97 (6) (June 2007): 972-973.

Higgins, J. A., S. Hoffman, et al. (2010). "Rethinking gender, heterosexual men, and women's vulnerability to HIV/AIDS." *Am J Public Health* 100(3): 435-445.

	<p>Stephen J. Fallon and David W. Forrest, "Unexamined Challenges to Applying the Treatment as Prevention Model Among Men Who have Sex with Men in the United States: A Community Public Health Perspective, <i>AIDS Behavior</i> (15 July 2012): 1-4.</p> <p>Auerbach, J.D., et al., Addressing Social Drivers of HIV/AIDS: Some Conceptual, Methodological, and Evidentiary Considerations: New York: aids2031 Working paper #24: August 2009.</p>
<p>The auxiliary literature</p>	<p>Amy L. Fairchild, et al., "The Exodus of Public Health: What History Can Tell Us about the Future," <i>American Journal Public Health</i> 100(1) (2010): 54-63.</p> <p>Karen Glanz and Donald B. Bishop, "The Role of Behavioral Science Theory in Development and Implementation of Public Health Interventions," <i>Annual Reviews Public Health</i> 31 (2010): 399-418.</p> <p>Glass, Thomas A; McAtee, Matthew J. Behavioral science at the crossroads in public health: Extending horizons, envisioning the future. <i>Social Science & Medicine</i> 62(7) Apr 2006, 1650-1671.</p> <p>Richard Levinson, "<u>Issues at the Interface of Medical Sociology and Public Health</u>," <i>Modernity, and Health: Medical Sociology</i>, ed. Graham Scandler and Paul Higgs, 66-81 (London: Routledge, 1998).</p> <p>Alexandra Garcia, "Is Health Promotion Relevant Across Cultures and the Socioeconomic Spectrum? <i>Family and Community Health</i> 29, supp. 1 (Jan-Mar 2006): 20S-27S.</p> <p>Albee, G. W; Fryer, D. M. Praxis: Towards a public health psychology <i>Journal of Community & Applied Social Psychology</i> 13(1) Jan-Feb 2003</p> <p>David W. Lounsbury and Shannon G. Mitchell, "Introduction to Special Issue on Social Ecological Approaches to Community Health Research and Action," <i>American Journal Community Psychology</i> 44 (2009): 213-20.</p> <p>Nancy Krieger, "Proximal, Distal, and the Politics of Causation: What's Level Got to Do With It?" <i>American Journal of Public Health</i> 98(2) (Feb 2008): 221-230</p> <p>Toni Schofield, "Health inequity and its social determinants: a sociological commentary," <i>Health Sociology Review</i> 16 (2007): 105-114.</p> <p>Nancy J. Burke, et al., "Theorizing Social Context: Rethinking Behavioral Theory," <i>Health Education & Behavior</i> 36 (2009): S55-S70.</p> <p>David W. Lounsbury & Shannon Gwin Mitchell, "Introduction to Special Issue on Social Ecological Approaches to Community Health Research and Action," <i>American Journal Community Psychology</i> (44 2009): 213-220.</p> <p>Robert West, "Time for a change: Putting the Transtheoretical (Stages of Change) Model to Rest," <i>Addiction</i> 100(8) (Aug 2005): 1036-1039.</p> <p>James O.Prochaska, "Moving beyond the transtheoretical model," <i>Addiction</i> 101(6) (Jun 2006): 768-774.</p> <p>Robert West, "The transtheoretical model of behaviour change and the scientific method," <i>Addiction</i> 101(6) (Jun 2006): 774-778.</p> <p>Haider, M. (2004). Forty Years of Diffusion of Innovations: Utility and Value in Public Health. <i>Journal of Health Communication</i>. 9. 3-11.</p> <p>Howard I. Kushner and Claire E. Sterk, "The Limits of Social Capital: Durkheim, Suicide, and Social Cohesion," <i>American Journal of Public Health</i> 95(7) (Jul 2005): 1139-1143.</p> <p>Richard M.Carpiano and Brian C, "What Would Durkheim Do?" A Comment on Kushner and Sterk,"</p>

American Journal of Public Health 95(12) (Dec 2005): 2120-2121.

S. Taylor, et al, "Culture and Social Support: Who Seeks It and Why?" *Journal of Personality and Social Psychology* 87 (3) (2004): 354-362.

Kate Bezanson, "Gender and the limits of social capital," *Canadian review of sociology and anthropology* 43 (4) (2006), 427-43.

Lotte Meinert, "Resources for health in Uganda: Bourdieu's concepts of capital and habitus," *Anthropology and Medicine* 11 (1) (2004): 11-26.

Morrison et al. (2008). How did formative research inform the development of a women's group intervention in rural Nepal? *Journal of Perinatology*, 28(S14-S22).

Peterson, D. J., & Alexander, G. R. (2001). The process of needs assessment. In Petersen, D. J. & Alexander, G. R., *Needs assessment in public health: A practical guide for students and professionals* (pp. 15-38). New York: Kluwer Academic/Plenum Publishers.

Community Toolbox Website Resource: http://ctb.ku.edu/en/tablecontents/chapter_1003.aspx

Nance Wilson, et al., "Getting to Social Action: The Youth Empowerment Strategies (YES!) Project," *Health Promotion Practice* 4(9) (2008): 395-403.

M. Meyer, M.M. Hyde, and C. Jenkins, "Measuring sense of community: a view from the streets" *Journal of Health & Social Policy* 20(4) (2005): 31-50.

Meredith Minkler and Nina Wallerstein, "Improving Health through Community Organization and Community Building," in *Community Organizing and Community Building for Health and Welfare*, ed. Minkler (New Brunswick, NJ: Rutgers University Press, 2012), 37-58.

Barbara A. Israel, et al., "Critical Issues in Developing and Following CBPR Principles," in *Community-Based Participatory Research for Health from Process to Outcomes*, ed. Minkler & Wallerstein (San Francisco: John Wiley & Sons, 2008), 47-66.

Nina B. Wallerstein and Bonnie Duran, "Using Community-Based Participatory Research to Address Health Disparities," *Health Promotion Practice* 7(3) (July 2006): 31-50.

Sophia Papadakis and Isabella Moroz, "Population-level interventions for coronary heart disease prevention: what have we learned since the North Karelia project?" *Current Opinion in Cardiology* 23 (2008): 452-461.

L. McLaren, et al. "Out of context? Translating evidence from the North Karelia project over place and Time," *Health Education Research* 22 (2007): 414-424.

Shelly Grabe, L. Monique Ward, and Jent Shibley Hyde, "The Role of the Media in Body Image Concerns among Women," a Meta-Analysis of Experimental and Correlational Studies," *Psychological Bulletin* 134 (4) (2008): 460-476.

Xinying Sun, et al., "Social marketing improved the consumption of iron-fortified soy sauce among women in China," *Journal of Nutrition Education and Behavior* 39 (6) (Nov-Dec 2007): 302-310.

C.A. Bryant, et al., "Community-based prevention marketing: organizing a community for behavior intervention," *Health Promotion Practice* 8 (2) (April 2007): 154-163.

Nicole T. Moulding, "Love your body, move your body, feed your body," Discourses of self-care and social marketing in a body image health promotion program," *Critical Public Health* 17 (1) (2007): 57-69.

Harold Braswell and Howard I. Kushner, "Suicide, social integration, and masculinity in the U.S. Military," *Social Science in Medicine* (2010).

Rachel K. Jewkes, Kristin Dunkle, et al., "Intimate partner violence, relationship power inequity,

	<p>and incidence of HIV infection in young women in South Africa: a cohort study, <i>Lancet</i> 376, no. 9734 (July 2010): 41-48.</p> <p>Rogers, "Feminism and public health ethics," <i>Journal of Medical Ethics</i> 32(6) (Jun2006):351-354.</p> <p>J. Kempner, "Gendering the migraine market: do representations of illness matter?" <i>Social Science and Medicine</i> 63 2006: 1986-1997</p> <p>Jen'nan Ghazal Read and Bridget K. Gorman, "Gender inequalities in U.S. adult health: the interplay of race and ethnicity," <i>Social Science & Medicine</i> 62 (2006): 1045-1065.</p> <p>Julia C. Kim, et al., "Understanding the Impact of a Microfinance-Based Intervention on Women's Empowerment and the Reduction of Intimate Partner Violence in South Africa," <i>AJPH</i> 97 (Oct 2007): 1794-1802.</p> <p>Gina M. Wingood, et al., "The Theory of Gender and Power: Constructs, Variables, and Implications for Developing HIV Interventions for Women," in <i>Emerging Theories in Health Promotion Practice and Research</i>, ed. Ralph J. DiClemente, et al (San Francisco: John Wiley & Sons, 2009), 393-414.</p> <p>Harold Braswell and Howard I. Kushner, "Suicide, social integration, and masculinity in the U.S. Military," <i>Social Science in Medicine</i> (2010).</p> <p>Rachel K. Jewkes, Kristin Dunkle, et al., "Intimate partner violence, relationship power inequity, and incidence of HIV infection in young women in South Africa: a cohort study, <i>Lancet</i> 376, no. 9734 (July 2010): 41-48.</p> <p>Rogers, "Feminism and public health ethics," <i>Journal of Medical Ethics</i> 32(6) (Jun2006):351-354.</p> <p>J. Kempner, "Gendering the migraine market: do representations of illness matter?" <i>Social Science and Medicine</i> 63 2006: 1986-1997</p> <p>Jen'nan Ghazal Read and Bridget K. Gorman, "Gender inequalities in U.S. adult health: the interplay of race and ethnicity," <i>Social Science & Medicine</i> 62 (2006): 1045-1065.</p> <p>Julia C. Kim, et al., "Understanding the Impact of a Microfinance-Based Intervention on Women's Empowerment and the Reduction of Intimate Partner Violence in South Africa," <i>AJPH</i> 97 (Oct 2007): 1794-1802.</p> <p>Gina M. Wingood, et al., "The Theory of Gender and Power: Constructs, Variables, and Implications for Developing HIV Interventions for Women," in <i>Emerging Theories in Health Promotion Practice and Research</i>, ed. Ralph J. DiClemente, et al (San Francisco: John Wiley & Sons, 2009), 393-414.</p> <p>Gayatri Reddy, "Geographies of Contagion: Hijras, Kolthis, and the Politics of Sexual Marginality in Hyderabad," <i>Anthropology and Medicine</i> 12(3) (Dec 2005): 255-270.</p> <p>Tucker, J. D. and A. S. Tuminez (2011). "Reframing the interpretation of sex worker health: a behavioral-structural approach." <i>Journal of Infectious Diseases</i> 204 Suppl 5: S1206-1210.</p> <ol style="list-style-type: none"> 1. Enrico Coiera, Communication Systems in Healthcare, <i>Clin Biochem Review</i>, Vol 27, May, 2006, pp. 89-98
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Day Nº	Subjects	Lecture (hour)	Work in group (hour)
I	<p>Historical Perspectives, What is BSHE?</p> <p><u>Recommended</u> Amy L. Fairchild, et al., “The Exodus of Public Health: What History Can Tell Us about the Future,” <i>American Journal Public Health</i> 100(1) (2010): 54-63. Karen Glanz and Donald B. Bishop, “The Role of Behavioral Science Theory in Development and Implementation of Public Health Interventions,” <i>Annual Reviews Public Health</i> 31 (2010): 399-418. Glass, Thomas A; McAtee, Matthew J. Behavioral science at the crossroads in public health: Extending horizons, envisioning the future. <i>Social Science & Medicine</i> 62(7) Apr 2006, 1650-1671. Richard Levinson, “<u>Issues at the Interface of Medical Sociology and Public Health,</u>” <i>Modernity, Medicine and Health: Medical Sociology</i>, ed. Graham Scandler and Paul Higgs, 66-81 (London: Routledge, 1998). Alexandra Garcia, “Is Health Promotion Relevant Across Cultures and the Socioeconomic Spectrum? <i>Family and Community Health</i> 29, supp. 1 (Jan-Mar 2006): 20S-27S. Albee, G. W; Fryer, D. M. Praxis: Towards a public health psychology <i>Journal of Community & Applied Social Psychology</i> 13(1) Jan-Feb 2003 David W. Lounsbury and Shannon G. Mitchell, “Introduction to Special Issue on Social Ecological Approaches to Community Health Research and Action,” <i>American Journal Community Psychology</i> 44 (2009): 213-20.</p>	2	3
II	<p>Social Ecological Framework and Approaches TAPPS Exercise</p> <p><u>Required</u> Thomas R. Frieden, “A Framework for Public Health Action: The Health Impact Pyramid,” <i>American Journal of Public Health</i> 100(4) (2010): 590-595. A. Schulz and M.E. Northridge, “Social Determinants of Health: Implications for Environmental Health Promotion,” <i>Health Education and Behavior</i> 31 (2004): 455-471.</p> <p><u>Recommended</u> Nancy Krieger, “Proximal, Distal, and the Politics of Causation: What’s Level Got to Do With It?” <i>American Journal of Public Health</i> 98(2) (Feb 2008): 221-230 Toni Schofield, “Health inequity and its social determinants: a sociological commentary,” <i>Health Sociology Review</i> 16 (2007): 105-114. Nancy J. Burke, et al., “Theorizing Social Context: Rethinking Behavioral Theory,” <i>Health Education & Behavior</i> 36 (2009): S55-S70. David W. Lounsbury & Shannon Gwin Mitchell, “Introduction to Special Issue on Social Ecological Approaches to Community Health Research and Action,” <i>American Journal Community Psychology</i> (44 2009): 213-220.</p>	2	3
III	<p>Individuals and the problem of context: HBM, TTM, Social Cognitive TAPPS Exercise</p>	2	3

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IV	<p>Social Capital, Interpersonal, Social Networks TAPPS Exercise</p> <p><u>Required</u> A.M. Almedon, "Social Capital and Mental Health: an Interdisciplinary Review of Primary Evidence," <i>Social Science and Medicine</i> 61 (2005): 943-964. W. Yip, et al., "Does social capital enhance health and well-being: evidence from rural China," <i>Social Science and Medicine</i> 64 (2007): 35-49. CE. Sterk, KW Elifson, "Individual action and community context: the Health Intervention Project," <i>American Journal of Preventive Medicine</i> 32(6 Suppl) (Jun 2007): S177-81.</p> <p><u>Recommended</u> Howard I. Kushner and Claire E. Sterk, "The Limits of Social Capital: Durkheim, Suicide, and Social Cohesion," <i>American Journal of Public Health</i> 95(7) (Jul 2005): 1139-1143. Richard M.Carpiano and Brian C, "What Would Durkheim Do?" A Comment on Kushner and Sterk," <i>American Journal of Public Health</i> 95(12) (Dec 2005): 2120-2121. S. Taylor, et al, "Culture and Social Support: Who Seeks It and Why?" <i>Journal of Personality and Social Psychology</i> 87 (3) (2004): 354-362. Kate Bezanson, "Gender and the limits of social capital," <i>Canadian review of sociology and anthropology</i> 43 (4) (2006), 427-43. Lotte Meinert, "Resources for health in Uganda: Bourdieu's concepts of capital and habitus," <i>Anthropology and Medicine</i> 11 (1) (2004): 11-26.</p>	2	3
V	<p>Community Needs Assessment and Community Interventions TAPPS</p> <p><u>Required</u> Corona, R., Gonzalez, T., Cohen, R. Edwards, C., & Edmonds, T. (2009). Richmond Latino Needs Assessment: A Community-University Partnership to Identify Health Concerns and Service Needs for Latino Youth. <i>J Community Health</i>. 34. 195-201. Annemarie Wagemakers, et al., "Community health promotion: a framework to facilitate and evaluate supportive social environments for health," <i>Evaluation and Program Planning</i> 33 (2010): 428-435.</p>	2	3

	<p>Kreuter, Kegler, et al., “The Impact of implementing selected CBPR strategies to address disparities in urban Atlanta: a retrospective study,” <i>Health Education Research</i> 27(4) (2012): 729-741.</p> <p><u>Recommended</u> Morrison et al. (2008). How did formative research inform the development of a women’s group intervention in rural Nepal? <i>Journal of Perinatology</i>, 28(S14-S22). Peterson, D. J., & Alexander, G. R. (2001). The process of needs assessment. In Petersen, D. J. & Alexander, G. R., <i>Needs assessment in public health: A practical guide for students and professionals</i> (pp. 15-38). New York: Kluwer Academic/Plenum Publishers. Community Toolbox Website Resource: http://ctb.ku.edu/en/tablecontents/chapter_1003.aspx Nance Wilson, et al., “Getting to Social Action: The Youth Empowerment Strategies (YES!) Project,” <i>Health Promotion Practice</i> 4(9) (2008): 395-403. M. Meyer, M.M. Hyde, and C. Jenkins, “Measuring sense of community: a view from the streets” <i>Journal of Health & Social Policy</i> 20(4) (2005): 31-50. Meredith Minkler and Nina Wallerstein, “Improving Health through Community Organization and Community Building,” in <i>Community Organizing and Community Building for Health and Welfare</i>, ed. Minkler (New Brunswick, NJ: Rutgers University Press, 2012), 37-58. Barbara A. Israel, et al., “Critical Issues in Developing and Following CBPR Principles,” in <i>Community-Based Participatory Research for Health from Process to Outcomes</i>, ed. Minkler & Wallerstein (San Francisco: John Wiley & Sons, 2008), 47-66. Nina B. Wallerstein and Bonnie Duran, “Using Community-Based Participatory Research to Address Health Disparities,” <i>Health Promotion Practice</i> 7(3) (July 2006): 31-50.</p>		
VI	<p>Program Evaluation TAPPS Exercise</p> <p><u>Required</u> Saunders, R. (2005). Developing a Process-Evaluation Plan for Assessing Health Promotion Program Implementation: A How-To Guide. <i>Health Promotion Practice</i>. 6(2). 134-147. Hargreaves et al. (2010). Process evaluation of the Intervention with Microfinance for AIDS and Gender Equity (IMAGE) in rural South Africa. <i>Health Education Research</i>. 25(1). 27-40. Take a look at: http://www.cdc.gov/eval/</p> <p><u>Recommended</u> Sophia Papadakis and Isabella Moroz, “Population-level interventions for coronary heart disease prevention: what have we learned since the North Karelia project?” <i>Current Opinion in Cardiology</i> 23 (2008): 452-461. L. McLaren, et al. “Out of context? Translating evidence from the North Karelia project over place and Time,” <i>Health Education Research</i> 22 (2007): 414-424.</p>	2	3
VII	<p>Social Marketing, Media Studies, Mass Communication</p> <p><u>Required</u> Lorien C. Abrams and Edward W. Maibach, “The Effectiveness of Mass Communication Campaigns to Change Public Behavior,” <i>Annual Review Public Health</i> 29 (2008): 219-34.</p>	2	3

	<p>Sonya Grier and Carol A. Bryant, "Social Marketing in Public Health," <i>Annual Review Public Health</i> 26 (2005): 319-339.</p> <p><u>Recommended</u></p> <p>Shelly Grabe, L. Monique Ward, and Jent Shibley Hyde, "The Role of the Media in Body Image Concerns among Women," a Meta-Analysis of Experimental and Correlational Studies," <i>Psychological Bulletin</i> 134 (4) (2008): 460-476.</p> <p>Xinying Sun, et al., "Social marketing improved the consumption of iron-fortified soy sauce among women in China," <i>Journal of Nutrition Education and Behavior</i> 39 (6) (Nov-Dec 2007): 302-310.</p> <p>C.A. Bryant, et al., "Community-based prevention marketing: organizing a community for behavior intervention," <i>Health Promotion Practice</i> 8 (2) (April 2007): 154-163.</p> <p>Nicole T. Moulding, "Love your body, move your body, feed your body," Discourses of self-care and social marketing in a body image health promotion program," <i>Critical Public Health</i> 17 (1) (2007): 57-69.</p>		
VIII	<p>Social Marketing, Media Studies, Mass Communication (continued)</p> <p><u>Required</u></p> <p>Lorien C. Abrams and Edward W. Maibach, "The Effectiveness of Mass Communication Campaigns to Change Public Behavior," <i>Annual Review Public Health</i> 29 (2008): 219-34.</p> <p>Sonya Grier and Carol A. Bryant, "Social Marketing in Public Health," <i>Annual Review Public Health</i> 26 (2005): 319-339.</p> <p><u>Recommended</u></p> <p>Shelly Grabe, L. Monique Ward, and Jent Shibley Hyde, "The Role of the Media in Body Image Concerns among Women," a Meta-Analysis of Experimental and Correlational Studies," <i>Psychological Bulletin</i> 134 (4) (2008): 460-476.</p> <p>Xinying Sun, et al., "Social marketing improved the consumption of iron-fortified soy sauce among women in China," <i>Journal of Nutrition Education and Behavior</i> 39 (6) (Nov-Dec 2007): 302-310.</p> <p>C.A. Bryant, et al., "Community-based prevention marketing: organizing a community for behavior intervention," <i>Health Promotion Practice</i> 8 (2) (April 2007): 154-163.</p> <p>Nicole T. Moulding, "Love your body, move your body, feed your body," Discourses of self-care and social marketing in a body image health promotion program," <i>Critical Public Health</i> 17 (1) (2007): 57-69.</p>	2	3
IX	<p>SES, Economic Inequality, and Health Disparities TAPPS Exercise</p> <p><u>Required</u></p> <p>J.C. Phelan, B.G. Link, et al, "Fundamental causes" of social inequalities in mortality: A test of the theory" <i>Journal of Health and Social Behavior</i> 45 (3) (2004): 265-285.</p> <p>Michael Marmot, "Understanding Social Inequalities in Health," <i>Perspectives in Biology and Medicine</i>, 46(Supplement) (2003): s9-s23.</p> <p><u>Recommended</u></p> <p>Robert W., Fogel, "Secular Trends in Physiological Capital: Implications for Equity in Health Care," <i>Perspectives in Biology and Medicine</i> 46.3 Supplement (2003) S24-S38RG</p> <p>Wilkinson and K.E. Pickett, "Income Inequality and population health: A review and explanation of the evidence," <i>Social Science and Medicine</i> 62 (2006):1768-1784.</p> <p>PM Lantz, JS House, RP Mero and DR Williams "Stress, life events and socioeconomic</p>	2	3

	<p>disparities in health: Results from the American’s Changing Lives Study” <i>Journal of Health and Social Behavior</i> 46 (3): 274-288, 2005.</p> <p>MG Marmot, “Status syndrome: A challenge to medicine” <i>Journal of the American Medical Association</i> 295 (11) (2007): 1304-1307.</p>		
X	<p>Race, Ethnicity, and Health Disparities TAPPS EXERCISE</p> <p><u>Required</u> D.R. Williams and P.B. Jackson, “Social Sources of Racial Disparities in Health,” <i>Health Affairs</i> 24(2) (2005): 325-334 CL Ford and CO Airhihenbuwa, “Critical Race Theory, Race Equity, and Public Health: Toward Antiracism Praxis,” <i>American Journal Public Health</i> 100(S1) (2010): S30-S35. Derek M. Griffith, “Cultural Context and a Critical Approach to Eliminating Health Disparities,” <i>Ethnicity & Disease</i> 20 (2010): 71-76. C. Airhihenbuwa & L. Liburd, “Eliminating Health Disparities in the African American Population: The Interface of Culture, Gender, and Power,” <i>Health Education and Behavior</i> 33 (2006): 488-501.. Robert W. Buckingham, et al., “Factors associated with condom use among brothel-based female sex workers in Thailand,” <i>AIDS Care</i> 17(5) (July 2005): 640-647. Christopher Bridle, et al., “A Systematic review of the effectiveness of health behavior interventions based on the transtheoretical model,” <i>Psychology & Health</i> 20 (3) (June 2005): 283-301. MJ Dutta-Bergman, “Theory and practice in health communication campaigns: a critical interrogation,” <i>Health Communication</i> 18 (2) (2005):103-122.</p> <p><u>Recommended</u> Chae, DH, Lincoln, KD, Syme, SL, Adler, NE, “Do experiences of racial discrimination predict cardiovascular disease among African American men? The moderating role of internalized negative racial group attitudes,” <i>Social Science & Medicine</i> 71 (2010): 1182-8. Derek M. Griffith, “Dismantling Institutional Racism: Theory and Action,” <i>American Journal of Community Psychology</i> 39 (2007): 381-392 William W. Dressler, Kathryn S. Oths, and Clarence C. Gravlee, “Race And Ethnicity In Public Health Research: Models to Explain Health Disparities,” <i>Annual Review of Anthropology</i> 34 (October 2005): 231-252.</p>	2	3
XI	<p>Gender TAPPS Exercise</p> <p><u>Required</u> Dunkle, K. & Decker, M. (2012) Gender-Based Violence and HIV: Reviewing the Evidence for Links and Causal Pathways in the General Population and High-risk Groups. <i>American Journal of Reproductive Immunology</i>, pp. 1-7. Dworkin, S. L., M. S. Dunbar, et al. (2011). "Uncovering tensions and capitalizing on synergies in HIV/AIDS and antiviolence programs." <i>Am J Public Health</i> 101(6): 995-1003 Feinberg, L. (2001). Trans health crisis: For us it’s life or death. <i>AJPH</i>, 91, 897-900. Howard I. Kushner and Claire E. Sterk, “The Limits of Social Capital: Durkheim, Suicide, and Social Cohesion,” <i>American Journal of Public Health</i> 95(7) (Jul 2005): 1139-1143.</p> <p><u>Recommended</u> Harold Braswell and Howard I. Kushner, “Suicide, social integration, and masculinity in the U.S. Military,” <i>Social Science in Medicine</i> (2010). Rachel K. Jewkes, Kristin Dunkle, et al., “Intimate partner violence, relationship power inequity, and incidence of HIV infection in young women in South Africa: a cohort study, <i>Lancet</i> 376, no. 9734 (July 2010): 41-48.</p>	2	3

	<p>Rogers, "Feminism and public health ethics," <i>Journal of Medical Ethics</i> 32(6) (Jun2006):351-354.</p> <p>J. Kempner, "Gendering the migraine market: do representations of illness matter?" <i>Social Science and Medicine</i> 63 2006: 1986-1997</p> <p>Jen'nan Ghazal Read and Bridget K. Gorman, "Gender inequalities in U.S. adult health: the interplay of race and ethnicity," <i>Social Science & Medicine</i> 62 (2006): 1045-1065.</p> <p>Julia C. Kim, et al., "Understanding the Impact of a Microfinance-Based Intervention on Women's Empowerment and the Reduction of Intimate Partner Violence in South Africa," <i>AJPH</i> 97 (Oct 2007): 1794-1802.</p> <p>Gina M. Wingood, et al., "The Theory of Gender and Power: Constructs, Variables, and Implications for Developing HIV Interventions for Women," in <i>Emerging Theories in Health Promotion Practice and Research</i>, ed. Ralph J. DiClemente, et al (San Francisco: John Wiley & Sons, 2009), 393-414.</p>		
XII	Midterm exam	2	
XIII	<p>Sexuality Tapps Exercise</p> <p><u>Required</u></p> <p>Jeanne M. MARRAZZO "Even NHANES evolves: Some surprising findings about women who have sex with women." <i>Sexually Transmitted Diseases</i> 37(7):414-5, 2010 Jul.</p> <p>Diaz, R.M., et al. (2001). "The impact of homophobia, poverty, and racism on the mental health of gay and bisexual Latino men: Findings from 3 US cities." <i>AJPH</i>, 91, 927-932.</p> <p>R.M. Young and I.H. Meyer, "The trouble with "MSM" and WSW": Erasure of the sexual minority person in public health discourse," <i>AJPH</i> 95 (2005): 1144-1149</p> <p>Richard G. Parker, "Sexuality, Health, and Human rights," <i>American Journal of Public Health</i> 97 (6) (June 2007): 972-973.</p> <p>Higgins, J. A., S. Hoffman, et al. (2010). "Rethinking gender, heterosexual men, and women's vulnerability to HIV/AIDS." <i>Am J Public Health</i> 100(3): 435-445.</p> <p><u>Recommended</u></p> <p>Gayatri Reddy, "Geographies of Contagion: Hijras, Kolthis, and the Politics of Sexual Marginality in Hyderabad," <i>Anthropology and Medicine</i> 12(3) (Dec 2005): 255-270.</p> <p>Tucker, J. D. and A. S. Tuminez (2011). "Reframing the interpretation of sex worker health: a behavioral-structural approach." <i>Journal of Infectious Diseases</i> 204 Suppl 5: S1206-1210.</p>	2	3
XIV	<p>Social Ecological in Review and CASE STUDY: HIV-AIDS Prevention in San Francisco</p> <p><u>Required</u></p> <p>Stephen J. Fallon and David W. Forrest, "Unexamined Challenges to Applying the Treatment as Prevention Model Among Men Who have Sex with Men in the United States: A Community Public Health Perspective," <i>AIDS Behavior</i> (15 July 2012): 1-4.</p> <p>Auerbach, J.D., et al., Addressing Social Drivers of HIV/AIDS: Some Conceptual, Methodological, and Evidentiary Considerations: New York: aids2031 Working paper #24: August 2009.</p>	0	3
XV	<p>Communication in Public Health, TAPPS Exercise</p> <p><u>Required:</u></p> <p>Enrico Coiera, Communication Systems in Healthcare, <i>Clin Biochem Review</i>, Vol 27, May, 2006, pp. 89-98</p>	2	3

XVI	Communication in Public Health (continued) <u>Required:</u> Enrico Coiera, Communication Systems in Healthcare, Clin Biochem Review, Vol 27, May, 2006, pp. 89-98	0	3
XVII	Final Exam	2	

Learning Outcomes

Criteria	Competences
Knowledge and understanding	<p>At the end of this learning course student will have the deep and systematic knowledge in the field of pediatrics:</p> <ul style="list-style-type: none"> -Identify how behavioral, social and cultural factors contribute to the health and well-being of individuals, communities and populations. -Describe and evaluate research on the association of social class with health status and evaluate empirical findings pertaining to hypotheses on why they are associated -Describe and evaluate research on the association of race with health status and evaluate empirical findings pertaining to hypotheses on why they are associated -Describe and evaluate research findings on the association of gender with morbidity and mortality and evaluate empirical findings pertaining to hypotheses on why they are associated. -Describe and evaluate research on the association of sexuality with health status and evaluate empirical findings pertaining to hypotheses on why they are associated -Describe behavioral and social science theories and approaches used in public health at the individual, interpersonal, community, social structural, and policy levels. -Describe and evaluate the social ecological framework used in behavioral and social science research in public health -Evaluate the effectiveness of health promotion interventions -Identify current issues and significant debates in the field
Applying knowledge	Students are able to use taught concept into daily professional routine, with special emphasis on applying these skills in clinical settings.
Making Judgment	Practical ability to develop health education materials and perform simple health education and health promotion activities.
Communication Skills	Upon completion of the course students are able to effectively communicate in written and orally the taught concepts.
Life-long learning ability	The course format allows students to have acquired skills of critical thinking, analysis and synthesis in area in question.
Values	By the end of the course students emphasize the importance of behavioral analysis and health education/promotion tasks in ethically well-crafted and socially sensitive manner.