

Study program: Integrated Academic Studies in Dental Medicine			
Course title: Health Promotion			
Teacher: Vesna P. Mijatović Jovanović, Sanja V. Harhaji, Sonja I. Čanković, Dušan K. Čanković, Ivana F. Radić, Tanja R. Tomašević			
Course status: elective			
ECTS Credits: 3			
Condition: -			
Course aim: To capacitate students in understanding the roll of health and other sectors of the society and their active cooperation in the health promotion process.			
Expected outcome: Acquiring skills to work with health and other professionals, groups and individuals in the community in order to implement health promotion.			
Content			
<i>Theoretical education</i>			
Definition and term of health promotion, principles and strategies. Health promotion and health education in strategic documents. Settings for health promotion (WHO health promotion settings approach – „Healthy cities“, „Healthy school“, „Healthy kindergarten“). Population and high risk strategies in the prevention of non-communicable diseases. Behavioural and biological risk factors for non-communicable diseases. Health promotion in prevention of communicable diseases. Behavioural models of health decision-making and behaviours. Health education – definitions, aims, methods and tools. Health promotion and prevention programme structure. Content and organization of work in health promotion centres in Institutes of Public Health. Evaluation of the health promotion programmes.			
<i>Practical education</i>			
Health education tools and methods, health promotion and prevention programme, action plan, health promotion campaigns.			
Literature			
<i>Compulsory</i>			
1. Mijatovic Jovanovic V, Ukropina S, editors. Social medicine practicum. Novi Sad: University of Novi Sad, Faculty of medicine;2022.			
2. Poland B, Green LW, Rootman I, editors. Settings for health promotion: Linking theory and practice. Thousand Oaks, CA: Sage; 2000.			
3. Glanz K, Rimer BK, Viswanath K, editors. Health behavior and Health Education. 4h edition. San Francisco, CA: Jossey-Bass A Wiley imprint; 2008.			
Number of active classes		Theoretical classes: 15	Practical classes: 30
Teaching methods:			
Student activity assessment (maximum 100 points)			
Pre-exam activities	points	Final exam	Points
Lectures	5	Written	
Practices	15	Oral	55
Colloquium		
Essay	25		