

HEALTH PROMOTION

Degree in Occupational Therapy

ACADEMIC YEAR 2024-25

Code: 804157

Materia: Community Health

Type of subject: Compulsory

Departament: Public Health and Maternal Child Health

Credits: 6 ECTS

Year: Third course

Semester: Second semester

Place: Faculty of Medicine

Number of students: pending enrollment

TEACHING STAFF

José Pulido Manzanero. josepuli@ucm.es (subject coordinator)

Luis Sordo del Castillo. lsordo@ucm.es

Pablo Prego Meleiro

SHORT DESCRIPTOR

Students will be trained to have a critical view of health promotion interventions that have been or are being implemented in different health fields and in different groups. Throughout the course, students will attend theoretical classes to reflect on different concepts related to health promotion and health education and also practical classes where they will learn how to design a health intervention plan.

COMPETENCIES

Competencies corresponding to the module and subject matter are as follows:

General competencies:

- Knowledge of national and international health organisations, as well as the environments and conditioning factors of the different health systems.
- Knowing, critically assessing and knowing how to use sources of information to obtain, organise, interpret and communicate scientific, health, socio-sanitary and social information, preserving the confidentiality of the data.
- Recognise the determinants of health in the population, the resources and multiprofessional teams and the actions for prevention, maintenance and promotion of health, both at individual and community level.
- Collaborate with groups and communities to promote the health and well-being of their members through participation in meaningful occupation.
- Acquire and develop skills, abilities and

practical experience in the socio-health and community context.

- Develop professional practice with respect for other professionals, acquiring teamwork skills.

Specific competencies:

- To know and understand the concept of health and health promotion.
- To know the strategies, scenarios, methods and means of health promotion.
- Working in society with individuals and groups to promote health promotion, prevention, rehabilitation and treatment.
- To know and apply the concept and methodology of health education, at individual and group level.
- Know and understand the legal and administrative framework in force in order to carry out the functions and responsibilities of the Occupational Therapy/Ergotherapy professional, using the socio- health and economic resources within the community.
- Knowing and being able to intervene in Health Promotion Programmes in the different stages and situations of a person's life.
- Know and be able to design and apply the different modalities and general procedures of intervention in Occupational Therapy/Ergotherapy in their frames of reference, evaluating their effectiveness in a cooperative work environment.
- Understand and apply the principles to the management of Occupational Therapy/Ergotherapy services, including cost-effectiveness, resource and equipment

management, and establishing Occupational Therapy/Ergotherapy protocols.

- To know, evaluate, analyse, elaborate and participate in health education and promotion programmes within the field of Occupational Therapy/Ergotherapy to prevent occupational dysfunctions in general and subsequent to medical, surgical and psychiatric conditions.
- To know and take health promotion intervention measures for different lifestyles

OBJECTIVES

Students should:

- Know the concept of health promotion.
- Differentiate between the concepts of health promotion and health education.
- Know different models of health promotion.
- Know different approaches to health promotion in different groups and/or in different thematic areas.
- Acquire knowledge and skills to perform a critical analysis of health interventions.
- Acquire skills to design a health intervention.

THEORETICAL PROGRAM

1. Concept of health and health promotion.
2. Health promotion strategies and models.
3. Promotion of healthy behaviors.
4. Health education. Concepts. Objectives and fields of action of health education.
5. Social marketing.
6. Health promotion planning
7. Social determinants and health promotion. Socioeconomic inequalities in health and health promotion
8. Social participation and empowerment.
9. Qualitative research in health promotion.
10. Design of health promotion projects.
11. Women's health promotion.
12. Sexual violence mediated by drugs.
13. Health promotion for children and adolescents
14. Adult and elderly people health promotion.
15. Immigration and health (I): The immigrants in the Spanish health system and acculturation.
16. Immigration and health (II): Travelers' health promotion.
17. Health promotion in communicable diseases. Overview. Active and passive immunization.
18. Health promotion in chronic and disabling diseases.
19. Health promotion for external causes: falls, drownings, cuts.

20. Health promotion in traffic accidents.
21. Nutrition and health promotion.
22. Physical activity and health.
23. Healthy places.
24. Urban environment and health
25. Health promotion in tobacco consumption, alcohol consumption and other drug addictions.
26. Health promotion in use of social media
27. Paciente experto y promoción para la salud.
28. Mental health and health promotion.
29. Evaluation of health promotion programs.
30. Innovative health promotion programs

TEACHING ACTIVITIES

Theoretical classes

Theoretical classes will be given to the whole group of students and the proposed agenda will be developed in them. In order to facilitate the follow-up of the classes, all the teaching material (theoretical, practical and additional) will be available in the virtual campus.

Practical classes/seminars

Practical classes will be given to smaller groups of students according to Degree organization. The students, tutored by the teacher, must:

- Choose a behaviour or health problem that can be modified through the development of a health promotion programme, and list the factors that may determine that behaviour.
- Conduct a literature search of previous health promotion projects on this issue.
- Choose the accessible population to be covered by the programme.
- Carry out a diagnosis of the factors that favor or limit that behavior.
- Draft the project objectives.
- Develop the activity and resource plan.
- Carry out an oral presentation.

In these practical classes, in addition, other types of exercises will be carried out based on topics covered in Health Promotion that may take different formats. These exercises can be:

- Health and illness concepts: "disease, illness and sickness
- Health promotion models (discussion).
- Diagnosis of a health problem in a population group, according PRECEDE model
- Simulation of a health intervention applied to a population group.
- Critical analysis of films, books or other works.
- Critical analysis of health interventions.

Tutorships

Teachers will resolve students' doubts individually, both on theoretical and practical program, in person or virtually using the resources available at the faculty

EVALUATION

To pass the subject it will be necessary:

- Students must have attended all practical classes.
- To obtain a final grade equal to or greater than 5, applying the following criteria:
 - **Final assessment (70%):** The exam will consist of multiple-choice questions, with 4 answer options per question, and the resolution of a practical case. For each incorrect answer, 0.33 points will be subtracted.
 - **Practical classes/seminars assessment (30%).** Evaluation of the oral presentation of the group work and other complementary activities.

In order to pass the course, the student must obtain a grade equal to or higher than 4 in each part separately.

The Council of the Department of Public Health and Maternal and Child Health adopted on March 14, 2018 the following agreement regarding **possible fraudulent activities**: "Both impersonation and fraudulent copying, action or activity during an exam will lead to failure of the corresponding subject in the current call. The use or presence of notes, textbooks, calculators, cell phones or other means that have not been expressly authorized by the teacher in the statement of the exam will be considered as a fraudulent activity. In any of these circumstances, the infraction may be subject to the corresponding informative file and, if appropriate, sanctioning to the Services Inspection of the UCM.

The Quality Commission, at its meeting of February 23, 2017, approved the **attitude to follow in the event of a voluntary or accidental infringement of the rules for conducting the exam** and the suspicion of **improper use of foreign texts in certain works**: "The voluntary or accidental infringement of the rules for conducting the exam prevents the assessment of the same, so the offending student will take the oral examination of the subject to establish their knowledge of the subject. If intentionality is confirmed in the cheating, it will be considered a very serious misconduct, and will be reported to the Services Inspection to take the

disciplinary measures it deems appropriate. Any work that may be considered as plagiarism or fraudulent, will be invalidated and the Services Inspectorate will be notified to take the appropriate disciplinary measures."

BIBLIOGRAPHY / RELATED WEB LINKS

- Terrón-Blanco JL, Peñafiel C, Catalán D, Ramos M. Comunicación y Promoción de la Salud en la era digital. Dykinson, S.L. Madrid, 2021.
 - Promoción de la salud en la Comunidad. Sarriá Santa mera A, Villa Álvarez F [Eds.] Universidad Nacional de Educación a Distancia (UNED). Madrid 2013.
 - Piédrola Gil, G. et al., Medicina Preventiva y Salud Pública, Masson, Barcelona, 2016.
 - Gallar, M., Promoción para la Salud y Apoyo Psicológico al Paciente, Thomson, Madrid, 2005.
 - Ben J. Smith, Kwok Cho Tang, Don Nutbeam, WHO Health Promotion Glossary: new terms, Health Promotion International, 2006; 21(4): 340–345, <https://doi.org/10.1093/heapro/dal033>.
 - La evidencia de la eficacia de la promoción para la salud. Configurando la Salud Pública en una Nueva Europa (Parte 1 y Parte 2). Ministerio de Sanidad y Consumo, Madrid, 2002. <https://www.sanidad.gob.es/areas/promocionPrevenccion/promoSaludEquidad/documentos/evidenciaEficaciaPromocion.htm>
 - Pérez, M.J.; Echauri, M.; Ancizu, E., et al., Manual de educación para la salud, Pamplona: Gobierno de Navarra, 2006.
 - Colomer Revuelta, C.; Álvarez-Dardet Díaz, Promoción para la salud y cambio social, Masson, Barcelona, 2001.
- Acceso electrónico: <https://ucm.on.worldcat.org/oclc/946787430>
- Serrano, I., La educación para la salud del siglo XXI, Editorial Díaz de Santos-Alezeia, Segovia, 2002.
- Revista: "Health Promotion International" <https://academic.oup.com/heapro> (Online ISSN 1460-2245)

Páginas web

- <https://www.sanidad.gob.es/>
- <https://www.sanidad.gob.es/areas/promocionPrevenccion/>
- <https://www.comunidad.madrid/servicios/salud/prevencion-promocion-salud-municipios-comunidad-madrid>
- <https://www.comunidad.madrid/servicios/salud/cuidatu-salud>
- <https://www.paho.org/es/temas/promocion-salud>
- www.ine.es
- <https://www.gapminder.org/>

ADDENDUM NON-ATTENDANCE TEACHING

If it is necessary to carry out the proposed activities in a non-classroom mode, the following modifications will be made:

Teaching methodology:

The theoretical and practical program will be preserved.

The theoretical and practical contents will be taught by asynchronous classes through recordings made available to the student and synchronous classes during class hours, through different videoconference platforms.

Tutoring:

Online synchronous tutoring (videoconference, chat...) and asynchronous tutoring (forums, e-mail...).

Virtual platforms:

Google Meet, Microsoft Teams, questionnaires and required readings.

Evaluation:

The evaluation of all teaching will be done continuously through short and multiple-choice questions, through the virtual campus to compute the evaluable training actions.

The exam will be carried out online, with the same scheme and the same evaluation as the face-to-face exam.

The Google Meet tool will be used to review the exams.