

HEALTH PROMOTION

Degree in Occupational Therapy

ACADEMIC YEAR 2022-23

Code: 804157

Materia: Community Health

Type of subject: Compulsory

Year: Third course

Semester: Second semester

Departament: Public Health and Maternal Child Health

Credits: 6 ECTS

TEACHING STAFF

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SHORT DESCRIPTOR

- Concept of health promotion. Scenarios and methods of health promotion.
- Health education. Agents, methods and means.
- Health promotion and the health system.
- Health promotion in the different stages of life and in immigrants.
- Health promotion in communicable diseases, chronic diseases and disabilities.
- Health promotion and lifestyles.

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

THEORETICAL PROGRAM

1. Concept of health and health promotion.
2. Health promotion strategies and models.
3. Health education. Concepts. Objectives and fields of action of health education. Agents of health education.
4. Social marketing.
5. Methods and means of health education: direct and indirect methods and means.
6. Major health determinants and health promotion.
7. Social participation and empowerment.
8. New forms of health promotion
9. Women's health promotion.
10. Health promotion for children and adolescents
11. Adult health promotion.
12. Health promotion for older people.
13. Immigration and health (I): The immigrants in the Spanish health system and acculturation.
14. Immigration and health (II): Travelers' health promotion.
15. Health promotion in communicable diseases. Overview.
16. Health promotion in communicable diseases: active and passive immunization.
17. Health promotion in chronic and disabling diseases.
18. Health promotion for the handicapped
19. Nutrition and health promotion.
20. Physical activity and health.
21. Health promotion in tobacco consumption, alcohol consumption and other drug addictions.
22. Mental health and health promotion.
23. Health promotion in traffic accidents.
24. Evaluation of health promotion programs.
25. Innovative health promotion programs

TEACHING ACTIVITIES

Seminars

Practical classes

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.
- Draft the project objectives.
- Develop the activity and resource plan.
- Develop the advocacy programme.
- Evaluate programme results, activities and resources. Write and present the advocacy programme

Field work

Carrying out health promotion work.

EVALUATION

- **Assessment of health promotion skills:** participation in seminars and proposed activities, completion of assignments, continuous assessment (30%)
- **Final assessment:** exam with multiple-choice questions and practical exercises (70%)

In order to pass the course, the student must pass each of these parts 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

- Gallar, M., Promoción para la Salud y Apoyo Psicológico al Paciente, Thomson, Madrid, 2005.
- Ministerio de Sanidad y Consumo-OMS, Promoción de la Salud. Glosario, Ministerio de Sanidad y Consumo, Madrid, 1999.
- Ministerio de Sanidad y Consumo, "La evidencia de la eficacia de la promoción para la salud. Configurando la Salud Pública en una Nueva Europa", Informe de la Unión Internacional de Promoción para la salud y Educación para la Salud para la Comisión Europea, Ministerio de Sanidad y Consumo, Madrid, 2002.
- Pérez, M.J.; Echauri, M.; Ancizu, E., et al., Manual de educación para la salud, Pamplona: Gobierno de Navarra, 2006.
- Piédrola Gil, G. et al., Medicina Preventiva y Salud Pública, Masson, Barcelona, 2016.

- 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>

- Promoción de la salud en la Comunidad. Sarriá Santa mera A, Villa Álvarez F [Eds.] Universidad Nacional de Educación a Distancia (UNED). Madrid 2013.
- Serrano, I., La educación para la salud del siglo XXI, Editorial Díaz de Santos-Alezeia, Segovia, 2002.

Web pages

- www.ine.es
- www.msc.es
- www.madrid.org
- www.who.int
- 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.