

# Summer Course

# Health Promotion & Health Communication

Theory and Practice July 3 - 7, 2017

## Initiators

The Summer Course Health Promotion & Health Communication is organized by the Department of Health Promotion, which is situated within school CAPHRI and the Faculty of Health Medicine and Life Sciences of Maastricht University. The course leaders are Prof. Hein de Vries, professor in Health Communication, and Dr. Francine Schneider, assistant professor Health Promotion.

## About the courses

Health Promotion & Health Communication are important fields for researchers, practitioners and policy makers. The goal of this intensive course is to provide an overview of relevant theoretical perspectives, taking the motivational approach as a starting point: how can we motivate individuals and organizations to adopt healthy behaviours and policies? In particular, the transition of theory into practice will receive substantial attention.

After following this course you will be able:

- to apply planning models;
- to use models to assess the motivational determinants of health behaviours;
- to develop health communication interventions;
- to evaluate interventions;
- to reflect on optimal marketing strategies involving multiple stakeholders.

## Course format

The course will include plenary lectures, demonstrations and practical exercises. Plenary lectures will be used to provide insights into the main theoretical principles underlining this course. During the demonstrations experts will present on the successful application of this theory by providing real-life examples of health promoting interventions. During the practical exercise all participants work in small groups to

## The Schedule

### July 3 **Planning and Stakeholder involvement**

**AM** The utilization of planning models will be discussed using a health communicational framework with three basic steps: Analyzing the problem, Behaviour interventions, Continuation of interventions by developing diffusion strategies.

**PM** We will discuss several health behaviour models, and we will discuss the role of factors such as risk perceptions, attitudes, social influences, self-efficacy, (intrinsic) motivation, implicit associations and the role of emotions.

### July 4 **Motivational Determinants**

**AM** The transition from the intention to behaviour does not occur automatically. Several theories stress the importance self-regulation, goal setting, and action planning and plan enactment in order to translate intentions into behaviour.

**PM** We will discuss program development and relevant behaviour change strategies for realizing behaviour change. > [Social Dinner at 6.00 PM](#)

### July 5 **Behaviour Change**

**AM** We will explore the basic principles of health counseling and practice application of strategies and tools in order to motivate clients to change their behaviour.

**PM** New digital communication methods, such as eHealth will be discussed, and we will concentrate in particular on the importance of tailored interventions: its principles, effects and how to make them. > [City walk at 8.00 PM](#)

### July 6 **Tailoring Strategies to the target group and stakeholders**

**AM** In Health Promotion a multi-sectoral approach is needed, implying involvement of many stakeholders. How can you develop this and assess motives for participation of these stakeholders, and created win-win principles?

**PM** During the afternoon we will discuss implementation strategies, and will play the Change Game.

### July 7 **Evaluation**

**AM** We will discuss principles of process and effect evaluation using qualitative and quantitative measures, as well as the need for the cost-effectiveness analysis.

discuss and apply the theory to several relevant health problems.

#### **Certificate**

Upon active participation during and completion of all elements of the course participants will receive a certificate.

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#### **Costs**

The course fee is € 1200 (early bird € 1100 if signed up before May 2017) includes course materials on USB and paper, catered lunches & refreshments, and participation in the social programme.

Click here if you also intend to participate in the Intervention Mapping Summer Course from 10 July to 14 July 2017, you will receive a discount of € 200 on our course fee for Health Promotion & Health Communication.

#### **More information about the course?**

If you would like to receive more information regarding the course or registration, please go to: [maastricht-university.eu/hein.devries/summer-university-course](http://maastricht-university.eu/hein.devries/summer-university-course)

#### **More information**

If you would like to receive more information regarding the course or the registration, please contact Kim van Hensberg

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#### **Location / Postal address**

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