

Department of Health Services, School of Public Health

STRATEGIES OF HEALTH PROMOTION

HSERV 581, WIN 2021

Tuesday/Thursday, 1:30-3:20pm

This course focuses on (a) designing, implementing, and evaluating health promotion interventions and (b) health behavior change theories.

By the end of this course, you will be able to:

- Apply a 10-question process to the development of health promotion interventions;
- Describe and apply several theories relevant to health behavior change;
- Discuss health promotion interventions at each level of the socio-ecological model;
- Design a health promotion intervention and present it as a grant proposal;
- Access and use a variety of resources to inform health promotion efforts.

Course Overview: Health Services 581 provides an overview of the process of designing, implementing, and evaluating health promotion interventions, with an emphasis on the theoretical underpinnings of health behavior change. The teaching methods for this course include interactive lectures, guest presentations, student discussions, critiques of health promotion programs, and development of a health promotion intervention proposal.

Prerequisite: HSERV 511, PHI 511, or permission of instructor

Professor Peggy Hannon: peggyh@uw.edu

Dr. Hannon is a professor in Health Services and director of the Health Promotion Research Center, a CDC Prevention Research Center.



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