

Costs

The course fee is €1000 (€100 discount if you register before May 2018) includes materials on USB and paper, catered lunches & refreshments, and participation in the social programme.

If you also intend to participate in the Intervention Mapping Summer Course from 9 to 13 July 2018 you will receive a discount of €200 on the Health Communication & Health Promotion course fee. For more information on this course, please visit interventionmapping.com/summercourse

Summer Course

Health Communication & Health Promotion

How to apply for the course?

If you want to apply for this course, please go to:
heindevries.eu/summer-university-course

More information

If you would like to receive more information regarding the course or the registration, please contact Kim van Hensberg
k.vanhensberg@maastrichtuniversity.nl
0031 (0)43 388 24 06

Location / Postal address

Maastricht University

Department of Health Communication & Health Promotion
Peter Debyeplein 1, Studio 1 | B 0.119
6229 HA The Netherlands
0031 (0)43 388 24 06



Theory and Practice July 2 - 6, 2018

Initiators

The Summer Course Health Communication & Health Promotion 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, senior researcher/lecturer Health Promotion.

About the course

Health Communication & Health Promotion 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 discuss and apply the theory to several relevant health problems.

Certificate

Participants will receive a certificate after active completion of all course elements. The course load is equivalent to 1.5 ECTS.

The Schedule

July 2 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 3 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 4 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 5 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 asses 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 6 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.

