**EHS 1212 COMMUNICATION FOR BEHAVIOUR CHANGE (5 CU)**

**Course description:** The course covers the principles and components of health education and communication and how they can be used in environmental health to effect the desired behavioural change.

**Course Objectives**

By the end of this course the student should be able to:

1. Define terms commonly used in environmental health education, health communication and behaviour change.
2. Explain the importance of environmental health education and communication.
3. Describe the components and the process of health education and communication.
4. Explain the techniques and tools of health education and communication.
5. Explain the characteristics of different communities targeted for behaviour change.
6. Design appropriate tools for health education and communication.
7. Evaluate impact of health education and communication.
8. Organize sensitization sessions
9. Apply proper techniques of health education and communication.

**Detailed Course Outline**

* Introduction to Health education and communication techniques
* Different methods used in planning and delivery of health education
* Techniques and tools of effective communication related to environmental health.
* Design and production of appropriate IEC materials, use of ICTs
* Mass media and appropriate messages
* Health education curriculum design
* Relationship between beliefs, attitudes and behavioural changes
* Types and factors that influence health behaviour
* The role of an Environmental Health Officer in Health promotion
* Field and Practical work

# Mode of delivery:

* Lectures, seminars, tutorials and practical/field work.

**Mode of Assessment**

- Continuous assessment, **(40%)**.

- End of semester exam: MCQ’s, short answer and long assay questions **(60%)**.

**Suggested Reading List**

1.Lecture handouts and additional materials on reserve at the MUSPH Resource Centre.

2. Karen Glanz, Barbara K Rimer, Frances Marcus Leuns. Health Behaviour and Health Education Theory, Research and Practice. 3rd Ed 2002.

3. Cottrell R.R, Givan J.T, McKenzie J. F. Principles and Foundations of Health Promotion and Education. 2002. Boston: Allyn and Bacan

4. Green L. Behavioural Health: A Handbook of Health enhancement and Disease prevention. New York: Wiley. 1986

5. Margaret Thorogood, Yalande Combes. Evaluating Health Promotion - Practice and methods Oxford University Press, 2000.

6. WHO Education for Health. A manual on and Wealth Education in Primary Health Care.

7. Fruehling & Joan M. Locombe. Communicating for Results ; by Rosemary

8. Jane Naidoo & Jane Wills, Health Promotion: Foundations for Practice, 2nd Edition, 2003, Elsevier Ltd, London

9. Keith Tones and Jackie green, Health Promotion; effectiveness, efficiency and equity, 2001, Nelson Thornes Ltd, London