

Elective course

COURSE SPECIFICATION SUMMARY

COURSE OVERVIEW

**ADPM 644 Self-Care and Health Promotion:
A Primary Health Care Approach**

HIGHLIGHTS

This course covers Concept, importance, and strategies of health promotion in primary health care; theories/models for improving health promotion; management and strategies for health promotion across life span; planning, monitoring and evaluation of health promotion programs; integrated marketing communication; health literacy; key areas of self-care; empower individual and community for better self-care and self-reliance; health advocator; individual and community, coproducer of health and social care; individual and community as self-care

MASTER OF PRIMARY HEALTH CARE MANAGEMENT (INTERNATIONAL PROGRAM)

CREDITS & HOURS:

3 (3-0-6) credits (Lecture – Practice – Self-study)

VENUE:

ASEAN Institute for Health Development
Mahidol University, Salaya

LATEST COURSE UPDATED:

1 September 2023

NUMBER OF HOURS PER SEMESTER:



Lecture: 45 hours; Practice: 0 hours;

Self-study: 90 hours

AFTER ENROLLMENT THE STUDENTS WILL BE ABLE TO:

- Be a good health promotion manager in primary health care services with honest, responsible, disciplines, set up and implement healthy public policy and respect to social rules.
- Explore, analyze, and critique health risk problem, health and social determinants of health and health promotion programs in primary health care in various settings and across life span.
- Propose strategic options for health promotion, re-orientation of services, program to develop personal skills in primary health care services and other social services of partner organizations.
- Act as lifelong learner by using technologies consistently seeking knowledge for developing intellectual independence in health promotion and designing health promotion interventions.
- Interact professionally and communicate effectively when work as a multidisciplinary team for working with health promotion stakeholders.

RESOURCES & MATERIALS

- Textbooks: 
- Online Platforms:  Mahidol library data base, Google Classroom, etc.
- Supplementary Materials: movie/documentaries, articles