Name of university, Name of faculty: Trnava University

Faculty of Health Care and Social Work

INFORMATION SHEET OF THE SUBJECT

Code: VZD01	**Name:** Design of health promotion programs	
Cover: Department of Public Health		
Type of educational activity: Lecture, Seminar **Scope of educational activity (in hours):** **Weekly:** - **For term of study:** ZS 12,36 **Method of educational activity:**	**Number of credits:** 7	**Recommended semester:** WT **Study grade:** 3.

Recommended semester	Study programme
1.year WT	Public Health (D3-VZ-22) Public Health (E3-VZ-22)

Underlie subjects:

Conditions for passing the course:
Method of evaluation: Completion by taking an examination

Continuous evaluation: non
Final evaluation: Method of evaluation: Completion by taking an examination
Continuous evaluation: non
Final evaluation: To complete the subject, the student must demonstrate the application of knowledge, skills and competence by drawing up individual assignments.
In the course of the semester, he will draw up a semester assignment — the design of the Health Promotion Programme on a selected topic. The subject will be evaluated as follows: development of the 60 % programme plan, 2 sub-tasks together with a critical evaluation of 30 %, participation and discussion 10 %.
In order to obtain an A rating, at least 95 %, at least 89 % B, C at least 83 %, D at least 77 %, and E at least 71 % shall be obtained.
Finished: exam

Finished: exam

Learning outcomes:
The student acquires knowledge of basic approaches in the design of health promotion programmes, which can contribute to the originality of the concepts of programmes in the public health sector.
The subject also integrates knowledge from other subjects and can thus contribute to better social and ethical decision-making in matters of health promotion and disease prevention. After completing the course, students will be able to:
— Plan the design of the health promotion programme
— Define theoretical foundations on the principles of health promotion
— Apply knowledge to practice
— Critically evaluate and evaluate projects, identify their strengths and weaknesses
Student learning skills with a high degree of autonomy will be supported and the ability to communicate with both the lay and the professional community as an expert in the field of knowledge will be enhanced. The subject will provide students with the skills needed to prepare a health promotion programme plan, or an intervention programme. Students will evaluate various exemplary studies from foreign literature, they must prepare criticism of the sub-tasks of their classmates.

Schedule of subject:
1. Preparation of the planning framework
2. Establishment of a vision and mission of the programme
3. Preparation of Programme Priorities — evidence based
4. Preparation of programme objectives
5. Establishment of an action plan
6. Strategies for implementation
7. Timetable
8. Resources and funding of the programme
9. Decision-making and approval processes for the adoption of the programme
10. Creation of indicators for evaluation
11. The principle of Health in All Policies
12. Examples of good practice for health promotion programmes at EU level

Recommended reading:
1. 1. PROMOTING HEALTH: The Primary Health Care Approach, 2021. JANE TAYLOR, LILY O'HARA, LYN TALBOT, GLENDA VERRINDER, Edition: 7; 884pp; ISBN 10:0729588122
2. Planning, Implementing and Evaluating Health Promotion Programs, Fourth Edition, 2008, (McKenzie, Neiger, & Smeltzer, Eds.) will be utilized to introduce basic elements of program planning.
3. Glasgow RE, McKay HG, Piette JD, Reynolds KD. The RE-AIM framework for evaluating interventions: what can it tell us about approaches to chronic illness management? Patient Educ Couns. Aug 2001;44(2):119-127.
4. Windsor RA. Evaluation of health promotion and disease prevention programs: improving population health through evidence-based practice. New York, NY, USA: Oxford University Press, USA; 2015. 385 p.

5. World Health Organization. Health in all policies (HiAP) framework for country action [Internet]. Geneva: WHO. Geneva, Switzerland; 2014. p. 17. Available from: http://www.who.int/cardiovascular_diseases/140120HPRHiAPFramework.pdf
6. 6.Health Promotion: Evidence and Experience. 2005. Kevin Lucas, Barbara Lloyd. SAGE,
7. ISBN 0761940065, 9780761940067, 168pp

Dostupné v knižnici / Moodle

Language requirements: Slovak, English

Notes:
The subject is mandatory

Course evaluation:
Assessed students in total: 31

A	B	C	D	E	FX
52%	10%	3%	0%	0%	35%

Lecturers:
doc. PhDr. Róbert Ochaba, PhD., MPH, univ.prof., lecturer, examiner, seminary supervisor

Date of last change: 01.09.2026

Approved by: prof. MUDr. Martin Rusnák, CSc.