Name of university, Name of faculty: Trnava University

Faculty of Health Care and Social Work

INFORMATION SHEET OF THE SUBJECT

Code: VZD03	**Name:** Implementation and evaluation 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 24,36 **Method of educational activity:**	**Number of credits:** 8	**Recommended semester:** WT **Study grade:** 3.

Recommended semester	Study programme
2.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: 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 — drawing up an implemeMethod 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 — drawing up an implementation and evaluation plan/drafting the implementation of the health promotion programme on a selected topic.
The subject will be evaluated as follows: development of an implementation plan 60 %, 2 sub-tasks together with a critical evaluation of 30 %, participation and discussion 10 %.
In order to obtain an A rating, at least 93 %, at least 85 % B, C at least 76 %, D at least 67 %, and E at least 60 % shall be obtained.
Finished: assessment assigment
ntation and evaluation plan/drafting the implementation of the health promotion programme on a selected topic.
The subject will be evaluated as follows: development of an implementation plan 60 %, 2 sub-tasks together with a critical evaluation of 30 %, participation and discussion 10 %.
In order to obtain an A rating, at least 93 %, at least 85 % B, C at least 76 %, D at least 67 %, and E at least 60 % shall be obtained.
Finished: exam

Learning outcomes:
The student acquires knowledge of basic approaches in the implementation 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 implementation and evaluation 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 the implementation plan of the Health Promotion Programme, or the 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. Overview of the theory appropriate for programme implementation planning
2. Overview of the theory suitable for evaluation of the program
3. Interventions — types, options for measuring them
4. Resources necessary for the intervention programme and their evaluation
5. Evaluation of efficiency — Cost benefit analysis
6. Evaluation as a process
7. Evaluation focused on results
8. Resource assessment and usefulness
9. Preparation of evaluation plan
10. Evidence based rating
11. Evaluation of preventive measures
12. Transfer evaluation to program update

Recommended reading:
introduce basic elements of program planning.

2. Huerta M, Balicer RD, Leventhal A. SWOT analysis: Strengths, weaknesses, opportunities and threats of the Israeli smallpox revaccination program. The Israeli Medical Association Journal, 2003;5(1);42-46.
3. Klesges LM, Estabrooks PA, Dzewaltowski DA, Bull SS, Glasgow RE. Beginning with the application in mind: designing and planning health behavior change interventions to enhance dissemination. Ann Behav Med. Apr 2005;29 Suppl:66-75.
4. 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.
5. Lando HA, Valanis BG, Lichtenstein E, et al. Promoting tuxedo abstinence in pregnant and postpartum patients: a comparison of 2 approaches. Am J Manag Care. Jul 2001;7(7):685-693.

Language requirements: Slovak, English

Notes:
The subject is mandatory

Course evaluation:
Assessed students in total: 21

A	B	C	D	E	FX
52%	10%	5%	5%	0%	29%

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.