

Certificate Certificate In Patient Education and Counselling



1 Course Summary

Year	20254
Course Title	Post Graduate Diploma Certificate In Patient Education and Counselling
Credit Hours	18
Contact Hours	2881852 Weeks, 104 Hours
Course Duration	1 year program Module 1: 1-5 Weeks (2 Hours per week) Module 2: 6-17 Weeks (2 Hours per week) Module 3: 18-29 Weeks (2 Hours per week) Module 4: 30-41 Weeks (2 Hours per week) Module 5: 42-52 Weeks (2 Hours per week)
Assessment	<ul style="list-style-type: none"> — 5 x Quiz/ — 1 x Group Presentation/ — 1 x Case Presentation/ • 2 x Modular Assessment • Terminal Assessment
Key Contact Personnel	Sania Rauf, Course Coordinator Sabahat Tasneem, Course Coordinator
Course Description	This program has been developed to prepare clinicians and health care professionals for their role as clinical educators. It is intended to develop skills in providing education to patients within the clinical environment. It offers inter-professional working opportunities for the exploration of key elements of medical education, with a focus on enhancing patient care. It is valuable for any medical, health or geriatric professional involved in <u>care the care</u> of people living with diabetes, aiming to enhance their educational knowledge and skills. This program was developed in response to growing demand in healthcare, where clinicians are increasingly required to provide education and support within the clinical setting. The program will equip medical and healthcare practitioners with knowledge and skills to cultivate exceptional clinical education for patients. Participants will delve into various course components including educational theory and practice with particular emphasis on people living with chronic conditions incorporating blended learning and communication skills training.
Educational aims	This course will strengthen participants' knowledge and understanding of patient education, non-communicable disease (NCD) management, effective communication strategies, and importance of diet & lifestyle, while emphasizing their role in a multi-disciplinary team approach to NCD care.
Certificate Awarding	Health Services Academy, Islamabad
Fee	80,000/-

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1. Eligibility Criteria

Healthcare providers, having 16 years of qualifications in health, allied health and biosciences

1.2. Training Team

A range of learning facilitators will deliver the educational material to support the service delivery of patient education in the TDC Study Center. The details of the facilitators can be seen below:

Course Coordinator:

Ms. Sania Rauf, Research and Data Analyst

Ms. Sabahat Tasneem, Research and Data Analyst

Facilitators:

<p>Dr. Asjad Hameed, MBBS, FRCP Consultant Endocrinologist</p>	<p>Dr. Faizan Nihal MBBS, FCPS Vascular Surgeon Dr. Sajid Mahmood Ashraf -Dr. Ahsan Nisar M.B.A(International Hospital & Healthcare Management), MBBS Chief Operating Officer Cardiology</p>	<p>Ms. Shafaq Bushra MS (Community Health & Nutrition), Consultant Nutritionist</p>
<p>Dr. Wasif Jamil Basharat Javed Khan MBBS, FCPS Nephrology MPH/MS Epidemiology Consultant Nephrologist Director OPSA</p>	<p>Dr. Nasreen Naveed MBBS, PGD Diabetes Diabetologist</p>	<p>Dr. Samreen Tahir MBBS, MCPS Ophthalmologist Consultant Ophthalmologist</p>
<p>Dr. Wasif Jamil Consultant Nephrologist Dr. Sabahat Tasneem BDS, MSPH, GMS Dental Surgeon Research and Data Analyst</p>	<p>Dr. Sabahat Tasneem Dental Surgeon Abid Ilvas Ali Bachelors of Human Nutrition Dietetics MBA Nutritionist Dr. Muhammad Faizan Abbasi MSc & MS Food Science and Nutrition</p>	

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	<u>Dietitian/Dietitian/Nutritionist</u> <u>Medical officer</u>
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2. Modules

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Module	Topics	Description
1. Introduction	1.1. Burden of non-communicable diseases and global impact	This module provides an overview of the fundamental concepts of patient health, with an emphasis on the major variables affecting general health and wellbeing. It highlights the significance of patient-centered treatment while introducing learners to the fundamentals of health, including its physical, mental, and social dimensions. This module covers the diagnosis and classification of diseases, the pharmacotherapy of major disorders incorporating the latest guidelines, epidemiology and global burden of disease and discusses the pathophysiology of NCD-related complications.
2. Patient Health Education	2.1. Health and Education in patient care	This module focuses on the development of skills and knowledge required to effectively educate patients about their health conditions, treatments, and preventive care. Participants will learn techniques to

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		<p>communicate complex medical information in an accessible manner, tailor education to different patient needs, and evaluate the effectiveness of their educational interventions. The module emphasizes practical approaches to health education, including the use of educational tools, overcoming communication barriers, and promoting health literacy.</p>
<p>3. Foundations of Human Anatomy and Physiology for Health Educators</p>	<p>3.1. Structure and Function of organs</p>	<p>This module provides a foundational understanding of the human body's structure (anatomy) and function (physiology). It will explore major systems of the body nervous, arterial, ocular, cardiovascular, renal and more emphasizing how they work together to maintain health and homeostasis. Through interactive learning participants will learn how anatomical structures are designed to support physiological functions. This module is essential for those pursuing careers in healthcare, offering the basic knowledge required for understanding diseases, treatments, and patient care.</p>

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4. Systemic Pathophysiology	4.1. Dysfunction of organs	<p>— This course is designed to help patients gain a deeper understanding of the pathophysiology behind various diseases and conditions. It aims to bridge the gap between medical knowledge and patient comprehension, empowering individuals to make informed decisions about their health. By exploring the underlying mechanisms that leads to illness, patients will learn how disease develop, progress and impact the body's system.</p>
5. Preventive Health and Risk Management	5.1. Prevention of diseases	<p>— This module explains how chronic disorders impede the healing process for infections and lead to complications. Wound care management, infection control and management of complication are included as a special section. In addition, awareness and education on the prevention of complications and other associated diseases will be covered.</p>
6. Integration	6.1. Extra/intra mural- Concurrent Field Training	<p>— The activities including Assessments (Assignments, Quiz), Case studies, Seminars, Panel discussion etc., Visit to International agencies, Industrial</p>

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		visit under the supervision of the course facilitators.
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3. Program Length

It is one-Year program comprising of 2 semesters and each semesters' duration is 6 months.

4. Academic Calendar

Semester	Duration	From	To
Fall Semester-20254			
<u>Classes</u>	<u>08 weeks</u>	<u>01-01-202515-10-24</u>	<u>21-02-202506-12-24</u>
<u>Mid semester Examination</u>	<u>01 week</u>	<u>24-02-202509-12-24</u>	<u>28-02-202513-12-24</u>
<u>Classes</u>	<u>08 weeks</u>	<u>03-03-202516-12-24</u>	<u>25-04-202507-02-25</u>
<u>End Semester examination</u>	<u>01 week</u>	<u>28-04-202510-02-25</u>	<u>02-05-202514-02-25</u>
<u>Semester Break</u>	<u>02 Weeks</u>	<u>05-05-202517-02-25</u>	<u>16-05-202528-02-25</u>
Spring Semester-2025			
<u>Classes + Eid-ul-fitar leaves</u>	<u>08 Weeks</u>	<u>19-05-202503-03-25</u>	<u>11-07-202525-04-25</u>
<u>Mid semester Examination</u>	<u>01 week</u>	<u>14-07-202528-04-25</u>	<u>18-07-202502-05-25</u>
<u>Classes+ Eid-ul-Adha leaves</u>	<u>08 weeks</u>	<u>21-07-202505-05-25</u>	<u>08-09-202527-06-25</u>
<u>End Semester examination</u>	<u>01 week</u>	<u>15-09-202530-06-25</u>	<u>19-09-202504-07-25</u>

5. Scheme of Studies

S. No	Paper Code	Subject
Semester 1		
<u>1</u>	<u>PEC-101</u>	<u>Patient Education and Its Philosophical Base</u>
<u>2</u>	<u>PEC-102</u>	<u>Public Health Administration</u>
<u>3</u>	<u>PEC-103</u>	<u>Advances in Learning Theory for Patient Education</u>
		Total

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Social change in health education; new health promotion movement: a critical examination, potential untapped: health education and health promotion as a means to peace, putting politics back in public health education, health care reform: insights for health educators, the role of health education associations in advocacy, the role of health education advocacy in removing disparities in health care, lessons from developing countries: health education in the global village.

Weekly Plan

<u>Weeks</u>	<u>Date</u>	<u>Topics</u>	<u>Lecture Time</u>	<u>Total Hrs.</u>
<u>Week 1-2</u>	<u>01-15-2024</u> <u>01-16-24</u> <u>01-17-24</u>	<u>Philosophical perspectives in health education: a philosophy of health education, philosophical bases for health education, three essential questions in defining a personal philosophy, health education as a basic, some guiding principles on health and Health education: a philosophical statement, the holistic philosophy and perspective of selected health educators</u>	<u>06 Hrs.</u>	<u>24 Hrs.</u>
<u>Week 3-4</u>	<u>13-28-2024</u> <u>01-20-24</u> <u>01-25-24</u>	<u>Developing a philosophy of health education: connecting a personal philosophy of health to the practice of health education, health educators and the future: lead, follow or get out of the way, health education and health promotion: a look at the jungle of supportive fields, philosophies, and theoretical foundations, philosophical trends in health education: implications for the 21st century.</u>	<u>06 Hrs.</u>	
<u>Week 5-6</u>	<u>01-27-24</u> <u>01-28-24</u> <u>02-03-24</u> <u>02-11-24</u>	<u>COGNITIVE APPROACHES IN HEALTH EDUCATION: Teaching for understanding in health education: the role of critical and creative thinking skills within constructivism theory, the paradigm shift toward teaching for thinking: perspectives, barriers, solutions, and accountability, historical steps in the development of the modern school health program, philosophy and principles of the school Health program</u>	<u>06 Hrs.</u>	
<u>Week 7-8</u>	<u>02-25-24</u> <u>02-26-24</u> <u>02-27-24</u> <u>03-03-24</u>	<u>Changing behavior in health education: behavioral health and health education: an emerging opportunity, healthy behavior: the implications of a holistic paradigm of thinking through body mind research, problem-based learning: catalyst for</u>	<u>06 Hrs.</u>	

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		<u>behavioral change, health promotion and empowerment: reflections on professional practice</u>		
Week 9	<u>24-02-25</u> <u>09-12-24</u>	Midterm Exams		
Week 10-11	<u>03-03-25</u> <u>16-12-24</u> <u>10-03-25</u> <u>23-12-24</u>	<u>Freeing/functioning in health education: health education as freeing, democracy: the first principle of health promoting schools, human</u>	<u>06 Hrs.</u>	<u>24 Hrs.</u>
Week 12-13	<u>17-03-25</u> <u>30-12-24</u> <u>24-03-25</u> <u>06-01-25</u>	<u>Ecology and health education, spiritual wellness, holistic health, and the practice of health education</u>	<u>06 Hrs.</u>	
Week 14-15	<u>31-03-25</u> <u>13-01-25</u> <u>07-04-25</u> <u>20-01-25</u>	<u>Social change in health education: new health promotion movement: a critical examination, potential untapped: health education and health promotion as a means to peace, putting politics back in public health education, health care reform:</u>	<u>06 Hrs.</u>	
Week 16-17	<u>14-04-25</u> <u>27-01-25</u> <u>21-04-25</u> <u>03-02-25</u>	<u>Insights for health educators, the role of health education associations in advocacy, the role of health education advocacy in removing disparities in health care, lessons from developing countries: health education in the global village.</u>	<u>06 Hrs.</u>	
Week 18	<u>28-04-25</u> <u>10-02-25</u>	Final Term Exams		
	Total			48 Hrs.

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Recommended Books

1. Jennifer Lynne Bird, —Advances in Human Services and Public Health: Innovative Collaborative Practice and Reflection in Patient Education [1 ed.], IGI Global, 2015.

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2. C. Scott Smith, Winslow G. Gerrish, William G. Weppner (auth.): Interprofessional, Interprofessional Education in Patient-Centered Medical Homes: Implications from Complex Adaptive Systems Theory [1 ed.], Springer International Publishing, 2015
3. Park K: Textbook of Preventive and Social Medicine; M/S Banarasidas Bhanot Publishers, Jabalpur.
4. Mahajan B K and Gupta M C: Textbook of Preventive and Social Medicine; Jaypee Bros. Medical Publishers (P) Ltd., New Delhi.
5. Sathe P V and Sathe A P: Epidemiology and Management of Healthcare for all; Popular Prakashan, Mumbai.

2. Course Title: Public Health Administration
Course Code: PEC-102
Credit Hrs. 3+0

Course Contents

Community Medicine, Health Care Delivery System: Historical development of Health Care Services, Common Health Problems in Pakistan as distinguished from those of developed Countries, Basic human needs vis-à-vis health needs, Various patterns of Health Care Delivery-main features, merits and demerits, Comprehensive Health Care, Health Insurance, Dispensaries and Hospitals, C.H.C, Primary Health Centre, Sub-Center, Rehabilitation Services, Health Financing,

Health Legislation: Public Health laws: need and scope. Historical development, Municipal Acts, Birth and Death Registration Act, Prevention of Food Adulteration Act, The role of community participation in effective enforcement of these laws, Consumer Protection Act with latest amendments in relation to public health, MTP, PNDDT Acts, age at marriage.

International Health

Interdependence in health, international health regulations - scope, objectives and functioning, WHO constitution, objectives, plans of operation, assistance. UNICEF, constitution, objectives, functions, roles, various programs. Other UN agencies. Multilateral, bilateral and other agencies e.g., Rockefeller Foundation, Ford Foundation, Population Council other foundations and Professional, Organizations like DFID, EU etc. Global initiatives for primary Health Care-Health Promotion and Education.

Health Programs: National Health Programs, National Rural Health Mission (NRHM), Reproductive and Child Health Program (RCH), National Vector Borne Diseases Control Program (NVBDCP), Revised National TB Control Program (RNTCP), National Leprosy Eradication Program (NLEP), National Aids Control Program (NACP), National STD Control Program, National Iodine Deficiency Disorders Control Program (NIDDCP), National Cancer Control Program, National Mental Health Program, Tobacco Control Activities, Drug - De-addiction Program, National Blindness Control Program, National Diabetes, Cardio-vascular and Stroke Program, Trauma and Injuries Prevention and Management Activities, Deafness Control Program, Health Care of Elderly,

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Schools, Adolescent Health and Population Education: Introduction to school health and population education, component of school and population education, development of school health education and service and population education programs in Pakistan.

Health appraisal: Nature of health appraisal; cumulative health record of school children, role of health personnel, teachers and parents; educational opportunities in the process.

Healthful school living: School sanitation including hostel sanitation-building, ventilation, lighting, protected water supply, sanitary facilities, promoting interpersonal relationship between teacher and pupil and among pupils; games and recreation facilities, child guidance; health counselling.

Nutrition in school health program: Nutrition education, feeding programs including mid-day meals, food sanitation.

Preventive and curative services in schools: School health clinic, role of medical officers in school health education, immunization, accidents and emergency services, health of school personnel, health education opportunities in the process. **Curriculum planning for health and population education:** (a) Need for the preparation of health and population education curriculum for different age groups, integration of health and population education in

existing curriculum. (b) **Laboratory session:** (i) the students will prepare and present curricula on health and population education for different age group, (ii) The students will prepare teaching units in health and population education for selected age groups in schools.

Oral health: Oral Health Problems, Epidemiology and control measures, Community Education for oral health promotion

Geriatric Health: Geriatric health problems, Epidemiology and control measures, Disabilities of elderly and program for their rehabilitation, Community Education and Social Security Measures

Weekly Plan

<u>Weeks</u>	<u>Date</u>	<u>Topics</u>	<u>Lecture Time</u>	<u>Total Hrs.</u>
<u>Week 1-2</u>	<u>01-01-25</u> <u>06-01-25</u> <u>10-01-24</u> <u>21-10-24</u>	<u>Community Medicine, Health Care Delivery System:</u> Historical development of Health Care Services, Common Health Problems in Pakistan as distinguished from those of developed Countries, Basic human needs vis-à-vis health needs, Various patterns of Health Care Delivery- main features, merits and demerits, Comprehensive Health Care, Health Insurance, Dispensaries and Hospitals, C.H.C. Primary Health Centre, Sub-Center, Rehabilitation Services, Health Financing,	<u>06 Hrs.</u>	<u>24 Hrs.</u>
<u>Week 3-4</u>	<u>13-01-25</u> <u>20-01-25</u> <u>28-01-24</u> <u>04-11-24</u>	<u>Health Legislation:</u> Public Health laws: need and scope. Historical development, Municipal Acts, Birth and Death Registration Act, Prevention of Food Adulteration Act, The role of community participation in effective enforcement of these laws, Consumer	<u>06 Hrs.</u>	

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		<u>Protection Act with latest amendments in relation to public health, MTP, PNDDT Acts, age at marriage,</u>		
<u>Week 5-6</u>	<u>27-01-25</u> <u>03-02-25</u> <u>11-11-24</u> <u>18-11-24</u>	<u>International Health</u> <u>Interdependence in health, international health regulations - scope, objectives and functioning. WHO constitution, objectives, plans of operation, assistance. UNICEF, constitution, objectives, functions, roles, various programs. Other UN agencies, Multilateral, bilateral and other agencies e.g., Rockefeller Foundation, Ford Foundation, Population Council other foundations and Professional, Organizations like DFID, EU etc. Global initiatives for primary Health Care-Health Promotion and Education,</u>	<u>06 Hrs.</u>	
<u>Week 7-8</u>	<u>10-02-25</u> <u>17-02-25</u> <u>25-11-24</u> <u>02-12-24</u>	<u>Health Programs: National Health Programs, National Rural Health Mission (NRHM), Reproductive and Child Health Program (RCH), National Vector Borne Diseases Control Program (NVBDCP), Revised National TB Control Program (RNTCP), National Leprosy Eradication Program (NLEP), National Aids Control Program (NACP), National STD Control Program, National Iodine Deficiency Disorders Control Program (NIDDCP), National Cancer Control Program, National Mental Health Program, Tobacco Control Activities, Drug - De-addiction Program, National Blindness Control Program, National Diabetes, Cardio-vascular and Stroke Program, Trauma and Injuries Prevention and Management Activities, Deafness Control Program, Health Care of Elderly,</u>	<u>06 Hrs.</u>	
<u>Week 9</u>	<u>24-02-25</u> <u>09-12-24</u>	<u>Midterm Exams</u>		
<u>Week 10-11</u>	<u>03-03-25</u> <u>10-03-25</u> <u>16-12-24</u> <u>23-12-24</u>	<u>Schools, Adolescent Health and Population Education: Introduction to school health and population education, component of school and population education, development of school health education and</u>	<u>06 Hrs.</u>	<u>24 Hrs.</u>

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Certificate Certificate In Patient Education and Counselling



		<p><u>service and population education programs in Pakistan.</u></p> <p>Health appraisal: Nature of health appraisal; cumulative health record of school children, role of health personnel, teachers and parents; <u>educational opportunities in the process.</u></p>	
<u>Week 12-13</u>	<p><u>17-03-25</u> <u>24-03-25</u> <u>30-12-24</u> <u>06-01-25</u></p>	<p>Healthful school living: <u>School sanitation including hostel sanitation-building, ventilation, lighting, protected water supply, sanitary facilities, promoting interpersonal relationship between teacher and pupil and among pupils; games and recreation facilities, child guidance; health counselling.</u></p> <p>Nutrition in school health program: <u>Nutrition education, feeding programs including mid-day meals, food sanitation.</u></p>	<u>06 Hrs.</u>
<u>Week 14-15</u>	<p><u>31-03-25</u> <u>07-04-25</u> <u>13-01-25</u> <u>20-01-25</u></p>	<p>Preventive and curative services in schools: <u>School health clinic, role of medical officers in school health education, immunization, accidents and emergency services, health of school personnel, health education opportunities in the process. Curriculum planning for health and population education: (a) Need for the preparation of health and population education curriculum for different age groups, integration of health and population education in existing curriculum. (b) Laboratory session: (i) the students will prepare and present curricula on health and population education for different age group, (ii) The students will prepare teaching units in health and population education for selected age groups in schools.</u></p>	<u>06 Hrs.</u>
<u>Week 16-17</u>	<p><u>14-04-25</u> <u>21-04-25</u> <u>27-01-25</u> <u>03-02-25</u></p>	<p>Oral health: <u>Oral Health Problems, Epidemiology and control measures, Community Education for oral health promotion</u></p> <p>Geriatric Health: <u>Geriatric health problems, Epidemiology and control measures, Disabilities of elderly and program for their rehabilitation, Community Education and Social Security Measures</u></p>	<u>06 Hrs.</u>

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Week 1-2	<u>01-01-25</u> <u>06-01-25</u> <u>13-01-25</u> <u>20-01-25</u>	<u>Fundamentals of Patient Health Education</u>	<u>06 Hrs.</u>	<u>24 Hrs.</u>
Week 3-4	<u>13-01-25</u> <u>20-01-25</u> <u>27-01-25</u> <u>03-02-25</u>	<u>Patient Education and Ethical Standards, Consent for Research; Type of Information Needed for Ethical Informed Consent to Be Given</u>	<u>06 Hrs.</u>	
Week 5-6	<u>10-02-25</u> <u>17-02-25</u> <u>24-02-25</u> <u>03-03-25</u>	<u>The concept of risk, end-of-life decisions, the ethics of patient education.</u>	<u>06 Hrs.</u>	
Week 7-8	<u>10-02-25</u> <u>17-02-25</u> <u>24-02-25</u> <u>03-03-25</u>	<u>Measurement of Patient Education Outcomes: What is being measured?, Self-efficacy, Knowledge of or need for information, Beliefs, Self-management</u>	<u>06 Hrs.</u>	
Week 9	<u>24-02-25</u> <u>03-03-25</u> <u>10-03-25</u>	<u>Midterm Exams</u>		
Week 10-11	<u>16-12-24</u> <u>23-12-24</u> <u>30-12-24</u> <u>06-01-25</u>	<u>Health Behavior Theories: Health Belief Theory, Social Cognitive Theory</u>	<u>06 Hrs.</u>	<u>24 Hrs.</u>
Week 12-13	<u>17-03-25</u> <u>24-03-25</u> <u>30-12-24</u> <u>06-01-25</u>	<u>Theory of Planned Behavior: Trans Theoretical Behavior Change Theory, Ecological Theory.</u>	<u>06 Hrs.</u>	
Week 14-15	<u>31-03-25</u> <u>07-04-25</u> <u>13-01-25</u> <u>20-01-25</u>	<u>Introduction to Health promotion: Concept of Health promotion. Principals of Health Promotion: Empowerment, Participation, Holistic Approach, Equity, Sustainability, Advocacy.</u>	<u>06 Hrs.</u>	
Week 16-17	<u>14-04-25</u> <u>21-04-25</u> <u>27-01-25</u> <u>03-02-25</u>	<u>Development of Health promotion program: Input, process, output, outcomes, impact. Health Promotion Strategies</u>	<u>06 Hrs.</u>	
Week 18	<u>28-04-25</u> <u>25-10-02-25</u>	<u>Final Term Exams</u>		
	Total			48 Hrs.

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Recommended Books

1. Jill M. Black Steven Furney, Helen M. Graf and Ann E. Nolte, Philosophical Foundations of health education.
2. Fletcher R H, Fletcher S W: Clinical epidemiology – The essentials; M/S Williams and Wilkins.
3. Ghai O P: Essential Pediatrics; Interprint, New Delhi.57
4. Sachdev H P S and Chowdhury P: Nutrition in Children in Developing country concerns; Department of Pediatrics, MAMC, New Delhi.

4. Course Title: Health Promotion and Education,

Course Code: PEC-104

Credit Hrs. 3+0

Course Contents

Holistic approach to Health: Concept of Health and disease, evolution of concept of Modern medicine, Definition, scope of community medicine, Natural history of disease, levels of prevention.

Anatomy and physiology: Introduction to Anatomy and Physiology, definition of anatomy and physiology: plan of the body and layers of the body wall; location of various organs and their functions; structure and functions of the cells and tissues, Different organs, systems, special sense organs in the body –their structure and functions, Normal growth and development -Growth and development in various age groups; types of physical growth.

Microbiology, Helminthology and Medical entomology: Introduction to Microbiology - infective material - collection, dispatch and disposal of infected material. Characteristics, growth, multiplication of different types of microbes - Bacteria, virus, fungi, Rickettsia Mycoses, Parasites, Protozoa, Helminths, Zoonoses and their common infections, Animals, arthropods as sources of human disease- vector control measures, Diseases caused by different microbes –Bacteria, virus, fungal etc., Immunity types - natural and acquired herd immunity - active and passive immunization; toxoids, vaccines, antisera, gamma globulins, Sterilization and disinfection - definition of terms; methods of sterilization and disinfection, Microbiology of specific diseases i.e. SARS; Diphtheria; Pertussis; Measles; Mumps; Tuberculosis' Leprosy; Cholera, Typhoid; Bacillary dysentery; Poliomyelitis; Viral hepatitis; Malaria; Filaria; Plague; Yaws; Bird flu and Emerging and re- emerging infectious diseases.

Basic Epidemiology, Control of Communicable and Non-Communicable Diseases: Concept of epidemiology- Definition, concept, uses in public health. Interaction between agents, host environment; definition of terms-sporadic, endemic, epidemic, pandemic, levels of preventions. Communicable diseases - Definition of communicable disease, reservoir and source of infection, mode of exit and entry of organism, channel of transmission, susceptible host, definition of terms i.e. case, carrier, reservoir, contact, fomite, vector, vehicle etc. Different basic epidemiological studies as tools for determination of association of various factors in diseases causation and the

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strength of such associations - Retrospective, prospective and experimental studies. Health Surveys - Principles, uses and methods of health surveys, special surveys for screening for disease and ill health. Immunity definition- concept and types of Immunities; Herd immunity and its importance in public health. Immunization methods, schedule, storage of vaccines - cold chain, maintenance, side effects of immunization. **Classification of communicable diseases - Communicable diseases caused by inhalation, ingestion, direct contact and inoculation; Principles in control of those diseases and health education components. Specific communicable disease occurrence, mode of spread, manifestations, prevention and controls of the following diseases i.e. Chicken-pox; Measles; Tuberculosis; Diphtheria; Whooping Cough; Tetanus; Cholera; Typhoid and Paratyphoid; Diarrhea; Dysentery and food poisoning; Poliomyelitis; Viral hepatitis; Helminthic diseases i.e., hookworm, roundworm, Tapeworm and thread-worm; malaria, filaria; leprosy, STD, AIDS/HIV, common skin infections like, scabies; rabies; trachoma and conjunctivitis, SARS, Dengue fever, Emerging and re-emerging diseases.**

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Epidemiology of non-communicable diseases - their etiology, prevention, control management of following diseases: (i) cancer, (ii) cardiovascular, (iii) blindness, (iv) renal disease, (v) neurological disorders, (vi) mental/psychiatric disorders, (vii) Muscular-skeletal disorders such as arthritis and allied diseases, (viii) Chronic Respiratory disease (e.g. Chronic Bronchitis, Asthma, Emphysema) Accident and Trauma, (x) Dementia, (xi) Diabetes, (xii) Obesity and various metabolic and degenerative diseases, (xiii) disabilities resulting from communicable diseases, (xiii) oro-dental diseases, (xiv) disorders of unknown cause (xv) substance abuse etc.

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Environmental Health: Introduction to the Environmental Health and its concepts physical, biological and social. Environmental health problem in Pakistan - Problems in relation to drinking water, sanitation, refuse, fresh air, food, housing, public places and public gathering. Diseases relating to water, Sanitation, and environmental degradation. Water and disease -

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Importance of water for good health; potable and polluted water; sources of water; diseases transmitted through water - pollution and protection of water supply; sources of pollution. Methods of protection of water supply at source; in storage and in distribution; Prevention of pollution in wells, hand pumps, springs, surface and rain water sanitary well, tank and pond. Purification of water for domestic and community supply. Slow and rapid filtration; purification of water for domestic use; chlorination of wells and hand pumps. Disposal of waste water: waste water on a small scale and in individual house, such as soak pits and kitchen gardens. Health hazards of dampness and water stagnation; methods of disposal of waste water on large scale - drainage System. Environmental sanitation - urban, rural - National schemes for the improvement of environments; environmental sanitation in the community. Diseases transmitted through excreta. Excreta as a source of infection, channels of transmission and the disease transmitted. Sanitary latrine as sanitation barrier. Disposal of human excreta treatments and disposal of sewage. Collection and disposal of refuse, Health hazard of refuse; diseases connected with improper collection and disposal of refuse; various methods of refuse disposal and drawbacks therein, dumping, incineration, composing with human or animal excreta, disposal in sea and sorting. Urban Solid and Hospital Waste Management. Rural Sanitation- Total Sanitation Campaign.

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Occupational Health: Introduction: Basic concepts of occupation health and its components. Environment at work: Physical environment, Socio-physiological environment protection against accident, Occupation diseases/hazards: Classification and prevention of occupational diseases/hazard and their prevention. Factories Act; Industrial Health Services, Health hazards in agriculture, Computer Vision Syndrome, White Collar Syndrome,

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7.8. Role of health education in Occupational Health

Nutrition and Dietetics: Concept, scope and importance of nutrition in promotion of health, Classification of foods, Food habits, cultures and practices, Nutrient loss in processing, storage and cooking, Adulteration, fortification, enrichment of food, Assessment of nutrition and diet survey in individual, family and community level, Dietary prescription: Planning of balanced diet for vulnerable groups, in health, Health programs related to nutrition, Growth monitoring, nutrition supplementation and nutrition education, Spectrum of malnutrition, Micronutrient malnutrition, Prevention and control of malnutrition, IEC on food and nutrition at different levels, Importance of investment in nutrition.

Demography: Introduction to demography: concepts, definition, purpose and uses. Sources of demographic data-census, vital registration, sample registration, National Sample Surveys. Errors in vital registration system in India and suggestions for improvement Population trends in the world and in Pakistan: Population theories - Malthusian, Marxian and Demographic transition theories, their consequences - economic, social and health; and remedies - the role of agricultural production, industrialization, migration and family planning.

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Weekly Plan

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Weeks	Date	Topics		
<u>Week 1-2</u>	<u>19-05-25</u> <u>10-24</u> <u>26-05-25</u> <u>21-10-24</u>	<u>Holistic approach to Health: Concept of Health and disease, evolution of concept of Modern medicine, Definition, scope of community medicine, Natural history of disease, levels of prevention.</u> <u>Anatomy and physiology: Introduction to Anatomy and Physiology, definition of anatomy and physiology: plan of the body and layers of the body wall; location of various organs and their functions; structure and functions of the cells and tissues, Different organs, systems, special sense organs in the body –their structure and functions, Normal growth and development -Growth and development in various age groups; types of physical growth.</u>	<u>06 Hrs.</u>	
<u>Week 3-4</u>	<u>2-06-25</u> <u>28-10-24</u> <u>9-06-25</u> <u>4-11-24</u>	<u>Microbiology, Helminthology and Medical entomology: Introduction to Microbiology - infective material - collection, dispatch and disposal of infected material. Characteristics, growth, multiplication of different types of microbes - Bacteria, virus, fungi, Rickettsia Mycoses, Parasites, Protozoa, Helminths, Zoonoses and their common infections, Animals, arthropods as sources of human disease- vector control measures, Diseases caused by different microbes –Bacteria, virus, fungal etc., Immunity types - natural and acquired herd immunity - active and passive immunization; toxoids, vaccines, antisera, gamma globulins, Sterilization and disinfection - definition of terms; methods of sterilization and disinfect ion, Microbiology of specific diseases i.e. SARS; Diphtheria; Pertussis; Measles; Mumps; Tuberculosis’ Leprosy; Cholera, Typhoid; Bacillary</u>	<u>06 Hrs.</u>	<u>24 Hrs.</u>

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		<u>dysentery; Poliomyelitis; Viral hepatitis; Malaria; Filaria; Plague; Yaws; Bird flu and Emerging and re- emerging infectious diseases.</u>	
<u>Week 5-6</u>	<u>16-06-25</u> <u>11-11-24</u> <u>23-06-25</u> <u>18-11-24</u>	<u>Basic Epidemiology, Control of Communicable and Non-Communicable Diseases: Concept of epidemiology- Definition, concept, uses in public health. Interaction between agents, host environment; definition of terms-sporadic, endemic, epidemic, pandemic, levels of preventions. Communicable diseases - Definition of communicable disease, reservoir and source of infection, mode of exit and entry of organism, channel of transmission, susceptible host, definition of terms i.e. case, carrier, reservoir, contact, fomite, vector, vehicle etc. Different basic epidemiological studies as tools for determination of association of various factors in diseases causation and the strength of such associations - Retrospective, prospective and experimental studies. Health Surveys - Principles, uses and methods of health surveys, special surveys for screening for disease and ill health. Immunity definition- concept and types of Immunities; Herd immunity and its importance in public health. Immunization methods, schedule, storage of vaccines - cold chain, maintenance, side effects of immunization. Classification of communicable diseases - Communicable diseases caused by inhalation, ingestion, direct contact and inoculation; Principles in control of those diseases and health education components. Specific communicable disease occurrence, mode of spread, manifestations, prevention and controls of the following diseases i.e. Chicken-pox; Measles; Tuberculosis; Diphtheria; Whooping Cough; Tetanus; Cholera; Typhoid and Paratyphoid; Diarrhea; Dysentery and food poisoning; Poliomyelitis; Viral hepatitis; Helminthic diseases i.e., hookworm, roundworm, Tapeworm and thread-worm; malaria, filaria; leprosy, STD, AIDS/HIV, common skin infections like, scabies; rabies; trachoma and conjunctivitis, SARS, Dengue fever, Emerging and re-emerging diseases.</u>	<u>06 Hrs.</u>

Week 7-8	<u>30-06-2525-11-24</u> <u>07-07-25</u> <u>02-12-24</u>	<u>Epidemiology of non-communicable diseases - their etiology, prevention, control management of following diseases: (i) cancer, (ii) cardiovascular, (iii) blindness, (iv) renal disease, (v) neurological disorders, (vi) mental/psychiatric disorders, (vii) Muscular-skeletal disorders such as arthritis and allied diseases, (viii) Chronic Respiratory disease (e.g. Chronic Bronchitis, Asthma, Emphysema) Accident and Trauma, (x) Dementia, (xi) Diabetes, (xii) Obesity and various metabolic and degenerative diseases, (xiii) disabilities resulting from communicable diseases, (xiii) oro-dental diseases, (xiv) disorders of unknown cause (xv) substance abuse etc</u>	<u>06 Hrs.</u>	
Week 9	<u>14-07-2509-12-24</u>	<u>Midterm Exams</u>	Formatted Table	
Week 10-11	<u>21-07-2516-12-24</u> <u>28-07-25</u> <u>23-12-24</u>	<u>Environmental Health: Introduction to the Environmental Health and its concepts physical, biological and social, Environmental health problem in Pakistan - Problems in relation to drinking water, sanitation, refuse, fresh air, food, housing, public places and public gathering. Diseases relating to water, Sanitation, and environmental degradation. Water and disease - Importance of water for good health; potable and polluted water; sources of water; diseases transmitted through water - pollution and protection of water supply; sources of pollution. Methods of protection of water supply at source; in storage and in distribution; Prevention of pollution in wells, hand pumps, springs, surface and rainwater sanitary well, tank and pond. Purification of water for domestic and community supply. Slow and rapid filtration; purification of water for domestic use; chlorination of walls and hand pumps.</u>	<u>06 Hrs.</u>	<u>24 Hrs.</u>
Week 12-13	<u>04-08-2530-12-24</u> <u>11-08-25</u> <u>06-01-25</u>	<u>Disposal of wastewater: wastewater on a small scale and in individual house, such as soak pits and kitchen gardens. Health hazards of dampness and water stagnation; methods of disposal of wastewater on large scale - drainage System. Environmental sanitation - urban, rural - National schemes for the improvement of environments; environmental sanitation in the community. Diseases transmitted through excreta. Excreta as a source of infection, channels of transmission and the disease transmitted. Sanitary latrine as sanitation barrier. Disposal of human excreta treatments and disposal of sewage. Collection and disposal of refuse, Health hazard of refuse; diseases connected with improper collection and disposal of refuse; various methods of refuse disposal and drawbacks therein, dumping, incineration, composing with human or animal excreta, disposal in sea and sorting.</u>	<u>06 Hrs.</u>	
Week 14-15	<u>18-08-2513-01-25</u>	<u>Urban Solid and Hospital Waste Management. Rural Sanitation- Total Sanitation Campaign.</u>	<u>06 Hrs.</u>	

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	25-08-25 20-01-25	Occupational Health: Introduction: Basic concepts of occupational health and its components. Environment at work: Physical environment, Socio-physiological environment protection against accident, Occupation diseases/hazards: Classification and prevention of occupational diseases/hazard and their prevention. Factories Act; Industrial Health Services, Health hazards in agriculture, Computer Vision Syndrome, White Collar Syndrome, Role of health education in Occupational Health	Formatted: Don't adjust space between Latin and Asian text, Don't adjust space between Asian text and numbers
Week 16-17	01-09-25 27-01-25 08-09-25 03-02-25	Nutrition and Dietetics: Concept, scope and importance of nutrition in promotion of health, Classification of foods, Food habits, cultures and practices, Nutrient loss in processing, storage and cooking, Adulteration, fortification, enrichment of food, Assessment of nutrition and diet survey in individual, family and community level, Dietary prescription: Planning of balanced diet for vulnerable groups, in health, Health programs related to nutrition, Growth monitoring, nutrition supplementation and nutrition education, Spectrum of malnutrition, Micronutrient malnutrition, Prevention and control of malnutrition, IEC on food and nutrition at different levels, Importance of investment in nutrition. Demography: Introduction to demography: concepts, definition, purpose and uses. Sources of demographic data-census, vital registration, sample registration, National Sample Surveys. Errors in vital registration system in India and suggestions for improvement Population trends in the world and in Pakistan; Population theories - Malthusian, Marxian and Demographic transition theories, their consequences - economic, social and health; and remedies - the role of agricultural production, industrialization, migration and family planning.	Formatted: Font: Bold, Complex Script Font: Bold 06 Hrs.
Week 18	15-09-25 10-02-25	Final Term Exams	Formatted: Font: Not Bold, Complex Script Font: Not Bold
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Recommended Books

1. Jill M. Black Steven Furney, Helen M. Graf and Ann E. Nolte, Philosophical Foundations of health education.
2. Fletcher R H, Fletcher S W: Clinical epidemiology – The essentials: M/S Williams and Wilkins.
3. Swaminathan M: Essentials of Food and Nutrition; Bangalore Printing and Publishing Company Limited, Bangalore.
4. Gopalan C and Kaul S: Women and Nutrition in India; NIN, India.ICMR: Nutritive value of Indian foods; NIN, India.
5. Kavonew M and Mikheer M I (WHO): Epidemiology of Occupational health
6. Jeyartram J: Occupational health in Developing Countries; Oxford University Press, UK

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7. Ananthanarayanan L and Paniker C K J: Textbook of Microbiology: Oriental Longman, Chennai.

5. Course Title: Patho-physiology Education on Developmental Stage Diseases

Course Code: PEC-105

Credit Hrs. 3+0

Course Contents

Pregnancy and postnatal care: Pregnancy planning, About your pregnancy, Breastfeeding and milk supply, Establishing breastfeeding, Mastitis with breastfeeding, Miscarriage, Nipple problems while breastfeeding, Postnatal depression.

Children's health: Allergy in your baby, 11 Asthma in children, Atopic eczema, Attention deficit hyperactivity disorder, Autism, Autism: Asperger's syndrome, Bed-wetting (enuresis), Birthmark, Bow legs and knock knees, Bronchiolitis, Bullying of children, Chickenpox (varicella), Child accident prevention in the home, Circumcision, Coeliac disease in children, Croup, Crying baby, Down syndrome, Dyslexia and other SLDs, Earache in children, Encopresis, Febrile convulsions, Feeding your baby, Fever in children, Flat feet, Gastroenteritis in children, Glue ear, Growing pains, Hearing problems in children, Immunization of children, Measles, Nappy rash, Teething, Testicle, undescended, Thumb sucking, Toilet training your child, Umbilical hernia

Adolescent health: Acne, Depression in teenagers, Eating disorders, Osgood-Schlatter disorder, Understanding the adolescent, Understanding your menstrual cycle.

Women's health: Breast cancer, Breast lumps, Breast awareness and breast self-examination, Cystitis in women, Dysmenorrhea (painful periods), Endometriosis, Fibroids, Hair loss in women, Hirsutism, Incontinence of urine, Menopause, Menorrhagia (heavy periods), Painful breasts, Pap test, Pelvic inflammatory disease, Pill: the combination pill, Polycystic ovary syndrome, Premenstrual syndrome, Tubal ligation, Vaginal thrush.

Men's health: Erectile dysfunction (impotence), Foreskin hygiene, Male pattern baldness, Prostate: prostate cancer, Prostate: prostatitis, Prostate: the test for prostate cancer, Prostate: your enlarged prostate, Prostate: your prostate operation, Scrotal lumps, Testicular cancer, Testicular self-examination (TSE), Vasectomy

The elderly: Arthritis in the elderly, Dementia, Eye problems in older people, Falls in older people, Hearing impairment in older people, Leg ulcers, Osteoporosis, Parkinson's disease, Retirement planning, Stroke, Tinnitus

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Weekly Plan

<u>Weeks</u>	<u>Date</u>	<u>Topics</u>	
<u>Week 1-2</u>	<u>19-05-25</u> <u>26-05-25</u> <u>15-10-24</u> <u>21-10-24</u>	<u>Pregnancy and postnatal care: Pregnancy planning, about your pregnancy, Breastfeeding and milk supply, Establishing breastfeeding, Mastitis with breastfeeding, Miscarriage, Nipple problems while breastfeeding, Postnatal depression.</u>	Formatted: Font: 14 pt, Bold, Complex Script Font: 14 pt, Bold Formatted Table
<u>Week 3-5</u>	<u>2-06-25</u> <u>9-06-25</u> <u>16-06-25</u> <u>28-10-24</u> <u>4-11-24</u> <u>11-11-24</u>	<u>Children's health: Allergy in your baby, 11 Asthma in children, Atopic eczema, Attention deficit hyperactivity disorder, Autism, Autism: Asperger's syndrome, Bed-wetting (enuresis), Birthmark, Bow legs and knock knees, Bronchiolitis, Bullying of children, Chickenpox (varicella), Child accident prevention in the home, Circumcision, Coeliac disease in children, Croup, Crying baby, Down syndrome, Dyslexia and other SLDs, Earache in children, Encopresis, Febrile convulsions, Feeding your baby, Fever in children, Flat feet, Gastroenteritis in children, Glue ear, Growing pains, Hearing problems in children, Immunization of children, Measles, Nappy rash, Teething, Testicle, undescended, Thumb sucking, Toilet training your child, Umbilical hernia</u>	Formatted: Adjust space between Latin and Asian text, Adjust space between Asian text and numbers <u>24 Hrs.</u>
<u>Week 6-8</u>	<u>23-06-25</u> <u>30-06-25</u> <u>07-07-25</u> 18-07-25 <u>11-24</u> <u>25-11-24</u> <u>02-12-24</u>	<u>Adolescent health: Acne, Depression in teenagers, Eating disorders, Osgood-Schlatter disorder, Understanding the adolescent, Understanding your menstrual cycle.</u>	Formatted: Adjust space between Latin and Asian text, Adjust space between Asian text and numbers Formatted
<u>Week 9</u>	<u>14-07-25</u> 09-12-24	<u>Midterm Exams</u>	
<u>Week 10-12</u>	<u>21-07-25</u> <u>28-07-25</u> <u>04-08-25</u> <u>16-12-24</u> <u>23-12-24</u> <u>30-12-24</u>	<u>Women's health: Breast cancer, Breast lumps, Breast awareness and breast self-examination, Cystitis in women, Dysmenorrhea (painful periods), Endometriosis, Fibroids, Hair loss in women, Hirsutism, Incontinence of urine, Menopause, Menorrhagia (heavy periods), Painful breasts, Pap test, Pelvic inflammatory disease, Pill: the combination pill, Polycystic ovary syndrome, Premenstrual syndrome, Tubal ligation, Vaginal thrush</u>	<u>09 Hrs.</u> <u>24 Hrs.</u>
<u>Week 13-15</u>	<u>11-08-25</u> <u>18-08-25</u> <u>25-08-25</u>	<u>Men's health: Erectile dysfunction (impotence), Foreskin hygiene, Male pattern baldness, Prostate: prostate cancer, Prostate: prostatitis, Prostate: the test for prostate cancer, Prostate: your enlarged prostate.</u>	Formatted Table



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	<u>06-01-25</u> <u>13-01-25</u> <u>20-01-25</u>	<u>Prostate: your prostate operation, Scrotal lumps, Testicular cancer, Testicular self-examination (TSE), Vasectomy</u>	
Week 16-17	<u>01-09-25</u> <u>08-09-25</u> <u>27-01-25</u> <u>03-02-25</u>	<u>The elderly: Arthritis in the elderly, Dementia, Eye problems in older people, Falls in older people, Hearing impairment in older people, Leg ulcers, Osteoporosis, Parkinson's disease, Retirement planning, Stroke, Tinnitus</u>	
Week 18	<u>15-09-25+0-</u> <u>02-25</u>	<u>Final Term Exams</u>	
	Total	Total	48 Hrs.

Recommended Books

1. Berry, D. C., Raynor, D. K., Knapp, P., & Bersellini, E. (2003). Patients' understanding of risk associated with medication use. Drug Safety, 26, 1-11.
2. Fletcher R H, Fletcher S W: Clinical epidemiology – The essentials; M/S Williams and Wilkins.
3. Swaminathan M: Essentials of Food and Nutrition; Bangalore Printing and Publishing Company Limited, Bangalore.
4. Gopalan C and Kaul S: Women and Nutrition in India; NIN, India.ICMR: Nutritive value of Indian foods; NIN, India.
5. Kavonew M and Mikheer M I (WHO): Epidemiology of Occupational health
6. Jeyartram J: Occupational health in Developing Countries; Oxford University Press, UK
7. Ananthanarayanan L and Paniker C K J: Textbook of Microbiology; Oriental Longman, Chennai.

6. Course Title: Behavioral Sciences and Research, Communication for Health Education and Promotion Course Code: PEC-106 Credit Hrs. 3+0

Course Contents

Introduction to Social and Behavioral Sciences as basis for Health: Education and Health promotion in Pakistan, Definition, nature, scope, contributions, limitations of behavioral sciences, Sociology, Social Psychology, Socio-cultural Anthropology and their relevance

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to health behavior, Social sciences like, economics, history and political science in relation to Public Health.

Basis of Human Behavior: Perception Process, Beliefs, values and attitude formation, Personality: concepts and types, Defence mechanism, Motivation: motivation process, theories of motivation, designing motivational strategies for health education and promotion, Learning: concept, principles, process, theories and their relation to behavior change.

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Group Dynamics: Introduction to Groups: Types, functions, roles, Understanding Group Process, Influence of groups on the formation of norms and attitudes, Leadership and group performance, Group pressures and structure and properties of groups, Group Cohesiveness, Communication pattern in task-oriented groups, Diagnosing group needs, Decision making in groups, Building Teams.

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Cultural Basis of Health Behavior: Culture - definitions and explanations of terms such acknowledge, beliefs, norms, values, taboos, habits, traditions, superstitions, and magic in relation to human behavior and health, Culture - types components and propositions in relation to cultural change, Cultural factors influencing health, Influence of culture on perception of health and disease, Influence of culture on formation of social attitudes.

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Social Basis of Health Behavior: Society, community, social/community structure, Rural and Urban Community Leadership, Family Types, kinship status, roles, values and norms., Social stratification, social deviance, social influence, social problems, Process of socialization and bio-social factors influencing individuals, Patterns of rural-urban living in relation to public health practices, Crowd / Mob behavior, public opinion and social perception.

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The Dynamics of Behavior Change: Introduction to change process, dynamics of planned behavioral change, Factors influencing health behavior changes, Strategies to overcome barriers in change process, Adoption and diffusion process.

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Mental Health: Concepts of mental health and the relation between mind and body.

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Community organization: Community Organization; nature, concepts of community work, meaning of community organization, basic assumptions of community organization, Community organization - principles and process. Importance of community organization in Health Promotion and Education Program, Importance of community organization for Health Promotion of rural and urban Communities, The role of health education specialist as a change agent in community Organization, Role of other agencies (voluntary and government) in the process of community Organization, Mobilizing the community for action; formation of groups/committee, including nature and function and principle to be used for effective community work, Power and Authority and its relevance to Health Promotion and Education.

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Community Development: Introduction to community development, definition, philosophy and principles of community development, community development as a process, as a program as a method and a movement, need for community development in Pakistan, History of community development program in Pakistan, Progress of Community development in Pakistan including tribal block, Organizational set and functions of community development at the Central State, District and Block levels, Role of Health Education in community development program, Critical Review of community development program in Pakistan.

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Evaluating Health Programs/Health Education and Promotion Programs: Concept and process of evaluation, Types and importance of evaluation in public health, Technique and tools, design and procedures, Indices of measurement and selection of criteria of effectiveness in context of over all objectives of evaluation.

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Pre-testing Health Education Materials: Pre-testing: concept, importance and process, Basic principles of pre-testing, Methods and techniques for pre-testing, Constraints, problem and limitations, Reporting the findings,

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Health Promotion and Education: Introduction to Health Education and health promotion; definition, objectives, concepts, philosophy, importance and need of health education, Historical developments - milestones of Health Education and Health (Alma-Ata conference Ottawa Charter, Bangkok Charter etc.), Principles of Health Education, Roles and attributes of the Health Education specialist and health professionals in bringing about health behavioral change, Approaches and processes used in Health Education programme for Health Education and Health Promotion, Objectives of Health Education and Health Promotion, Competencies, professional ethics and standards for Health Education and Promotion specialist, Issues related to Health Promotion with respect to individual settings

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Health Communication/Communication for Health: Communication, definition, process and its application in Health Education, Models of communication and basic elements of communication (some message channels destination and effects), Encoding and decoding processes, Theories and models of communication, Principles of communication for social change (IEC and behavioral change communication -BCC), The message, structure and treatment of message, Channels of communication - meaning and definition, reaching out to target group, Problems in communication with respect to dimensions of group goals and socio cultural system, Factors (positive and negative) influencing communication and conditions necessary for effective communication, Communication breakdowns and barriers to communication, Traditional and modern channels of communication, Methods used for Health communication: a. in inter-personal communication (Interview, counselling, interactive, Question Answer Session, e-communication etc.) b. in Group settings (Group discussion, focused group discussion, panel discussion, seminar, lectures, and role plays and so on). c. different methods used for Mass Communication, traditional media and modern media,

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Communication Channels for Interpersonal Communication, Group: Communication and Mass Communication, Media-meanings of the term, definition, Classification of media, Mass Communication as a medium instrument of social change. Cooperative efforts of various media, selection and choice of media-adaptability of message, Strengths and limitations of various media.

Printed Material: Preparation, pretesting and production of printed materials (Handbills, folders and pamphlets) for Health Education program; Steps involved, Preparation of scripts for press release, Steps involved, Preparation of printed material for special campaigns - steps, advantages and disadvantages, Writing text for speeches, Art of Public speaking, Production process selection of photographs, printing process, calling quotations, preparation of layout, press copy, checking proofs and giving print order, Maintenance and distribution of printed materials, various procedures in maintaining the printed material, procedure for distribution, Collaboration with other agencies, procurement of the printed material and coordination for production of printed material,

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Projected Aids: Projected aids – definition, Role of projected aids in Health Education, Pattern of development of projected materials, Media production - concept and philosophy, Projected materials - types and their characteristics, Production of filmstrips and slides and their pretesting, Production of audio-visual spots - planning and organization, Audio-visual program in action - preview and selection of materials, organizing, implementing and evaluating the program,

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Non-Projected Aids: Non-projected aids-definition; Use of non-projected aids in Health Education (what, why and how of these materials), Process of planning for production and costing;

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Preparation of inexpensive materials such as flash-cards set, flip chart, flannel graph, poster, charts and diagrams and puppets, etc., Criteria for display and bulletin boards and their preparation, Preparation of simple mass media such as banners, hoardings, placards and their use in various situations, Preparation of layout and dummy for leaflets, folders and displays. Preparation and use of simple Tran-slides, overhead transparencies through projection for demonstration and teaching purposes.

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Weekly Plan

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<u>Weeks</u>	<u>Date</u>	<u>Topics</u>	<u>Lecture Time</u>	<u>Total Hrs.</u>
<u>Week 1-2</u>	<u>19-05-25</u> <u>26-05-25</u> <u>15-10-24</u> <u>21-10-24</u>	<u>Introduction to Social and Behavioral Sciences as basis for Health: Education and Health promotion in Pakistan. Definition, nature, scope, contributions, limitations of behavioral sciences, Sociology, Social Psychology, Socio-cultural Anthropology and their relevance to health behavior, Social sciences like, economics, history and political science in relation to Public Health.</u> <u>Basis of Human Behavior: Perception Process, Beliefs, values and attitude formation, Personality: concepts and types, Defence mechanism, Motivation: motivation process, theories of motivation, designing motivational strategies for health education and promotion, Learning: concept, principles, process, theories and their relation to behavior change.</u> <u>Group Dynamics: Introduction to Groups: Types, functions, roles, Understanding Group Process, Influence of groups on the formation of norms and attitudes, Leadership and group performance, Group pressures and structure and properties of groups, Group Cohesiveness, Communication pattern in task oriented groups, Diagnosing group needs, Decision making in groups, Building Teams.</u>	<u>06 Hrs.</u>	<u>24 Hrs.</u>
<u>Week 3-5</u>	<u>2-06-25</u> <u>9-06-25</u> <u>16-06-25</u>	<u>Cultural Basis of Health Behavior: Culture - definitions and explanations of terms such acknowledge, beliefs, norms, values, taboos, habits, traditions, superstitions, and magic in relation to human behavior and health, Culture - types components and propositions in relation to cultural change, Cultural factors influencing health, Influence</u>	<u>09 Hrs.</u>	

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<p>28-10-24 4-11-24 11-11-24</p>	<p><u>of culture on perception of health and disease. Influence of culture on formation of social attitudes.</u> <u>Social Basis of Health Behavior:</u> Society, community, social/community structure, Rural and Urban Community Leadership, Family Types, kinship status, roles, values and norms., Social stratification, social deviance, social influence, social problems, Process of socialization and bio-social factors influencing individuals, Patterns of rural-urban living in relation to public health practices, Crowd / Mob behavior, public opinion and social perception. <u>The Dynamics of Behavior Change:</u> Introduction to change process, dynamics of planned behavioral change, Factors influencing health behavior changes, Strategies to overcome barriers in change process, Adoption and diffusion process. <u>Mental Health:</u> Concepts of mental health and relation between mind and body. <u>Community organization:</u> Community Organization; nature, concepts of community work, meaning of community organization, basic assumptions of community organization, Community organization - principles and process, Importance of community organization in Health Promotion and Education Program, Importance of community organization for Health Promotion of rural and urban Communities, The role of health education specialist as a change agent in community Organization, Role of other agencies (voluntary and government) in the process of community Organization, Mobilizing the community for action; formation of groups/committee, including nature and function and principle to be used for effective community work, Power and Authority and its relevance to Health Promotion and Education.</p>		
<p><u>Week 6-8</u></p>	<p><u>23-06-25</u> <u>30-06-25</u> <u>07-07-25</u> <u>14-07-25</u> <u>21-07-25</u> <u>28-07-25</u></p> <p><u>Community Development:</u> Introduction to community development, definition, philosophy and principles of community development, community development as a process, as a program as a method and a movement, need for community development in Pakistan, History of community development program in Pakistan, Progress of Community development in Pakistan including tribal block, Organizational set and functions of community</p>	<p><u>09 Hrs.</u></p>	

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	<u>02-12-24</u>	<p><u>development at the Central State, District and Block levels, Role of Health Education in community development program, Critical Review of community development program in Pakistan.</u></p> <p><u>Evaluating Health Programs/Health Education and Promotion Programs:</u> Concept and process of evaluation, Types and importance of evaluation in public health, Technique and tools, design and procedures, Indices of measurement and selection of criteria of effectiveness in context of over all objectives of evaluation.</p> <p><u>Pre-testing Health Education Materials:</u> Pre-testing: concept, importance and process, Basic principles of pre-testing, Methods and techniques for pre-testing, Constraints, problem and limitations, Reporting the findings.</p>		
<u>Week 9</u>	<u>14-07-25</u> <u>09-12-24</u>	<u>Midterm Exams</u>		
<u>Week 10-12</u>	<u>21-07-25</u> <u>28-07-25</u> <u>04-08-25</u> <u>16-12-24</u> <u>23-12-24</u> <u>30-12-24</u>	<p><u>Health Promotion and Education:</u> Introduction to Health Education and health promotion; definition, objectives, concepts, philosophy, importance and need of health education, Historical developments - milestones of Health Education and Health (Alma-Ata conference Ottawa Charter, Bangkok Charter etc.), Principles of Health Education, Roles and attributes of the Health Education specialist and health professionals in bringing about health behavioral change, Approaches and processes used in Health Education programme for Health Education and Health Promotion, Objectives of Health Education and Health Promotion, Competencies, professional ethics and standards for Health Education and Promotion specialist, Issues related to Health Promotion with respect to individual settings</p> <p><u>Health Communication/Communication for Health:</u> Communication, definition, process and its application in Health Education, Models of communication and basic elements of communication (some message channels destination and effects), Encoding and decoding processes, Theories and models of communication, Principles of communication for social change (IEC and</p>	<u>09 Hrs.</u>	<u>24 Hrs.</u>

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		<u>behavioral change communication -BCC), The message, structure and treatment of message, Channels of communication - meaning and definition, reaching out to target group, Problems in communication with respect to dimensions of group goals and socio cultural system, Factors (positive and negative) influencing communication and conditions necessary for effective communication, Communication breakdowns and barriers to communication, Traditional and modern channels of communication, Methods used for Health communication: a. in inter-personal communication (Interview, counselling, interactive, Question Answer Session, e-communication etc.) b. in Group settings (Group discussion, focused group discussion, panel discussion, seminar, lectures, and role plays and so on). c. different methods used for Mass Communication, traditional media and modern media,</u>		
<u>Week 13-15</u>	<u>11-08-25</u> <u>18-08-25</u> <u>25-08-25</u> <u>06-01-25</u> <u>13-01-25</u> <u>20-01-25</u>	<u>Communication Channels for Interpersonal Communication, Group: Communication and Mass Communication, Media-meanings of the term, definition, Classification of media, Mass Communication as a medium instrument of social change. Cooperative efforts of various media, selection and choice of media-adaptability of message, Strengths and limitations of various media. Printed Material: Preparation, pretesting and production of printed materials (Handbills, folders and pamphlets) for Health Education program; Steps involved, Preparation of scripts for press release, Steps involved, Preparation of printed material for special campaigns - steps, advantages and disadvantages, Writing text for speeches, Art of Public speaking, Production process selection of photographs, printing process, calling quotations, preparation of layout, press copy, checking proofs and giving print order, Maintenance and distribution of printed materials, various procedures in maintaining the printed material, procedure for distribution, Collaboration with other agencies, procurement of the printed material and coordination for production of printed material,</u>	<u>09 Hrs.</u>	
<u>Week 16-17</u>	<u>01-09-25</u>	<u>Projected Aids: Projected aids – definition, Role of projected aids in Health Education, Pattern of</u>	<u>06 Hrs.</u>	

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	<u>08-09-25</u> <u>27-01-25</u> <u>03-02-25</u>	<p><u>development of projected materials, Media production - concept and philosophy, Projected materials - types and their characteristics, Production of filmstrips and slides and their pretesting, Production of audio-visual spots - planning and organization, Audio-visual program in action - preview and selection of materials, organizing, implementing and evaluating the program.</u></p> <p><u>Non-Projected Aids: Non-projected aids-definition; Use of non-projected aids in Health Education (what, why and how of these materials), Process of planning for production and costing; Preparation of inexpensive materials such as flash-cards set, flip chart, flannel graph, poster, charts and diagrams and puppets, etc., Criteria for display and bulletin boards and their preparation, Preparation of simple mass media such as banners, hoardings, placards and their use in various situations, Preparation of layout and dummy for leaflets, folders and displays. Preparation and use of simple Tran-slides, overhead transparencies through projection for demonstration and teaching purposes.</u></p>	
Week 18	<u>15-09-25</u> <u>10-02-25</u>	Final Term Exams	
	Total		48 Hrs.

Recommended Books

Recommended Books

1. Berry, D. C., Raynor, D. K., Knapp, P., & Bersellini, E. (2003). Patients' understanding of risk associated with medication use. Drug Safety, 26, 1-11.
2. Fletcher R H, Fletcher S W: Clinical epidemiology – The essentials; M/S Williams and Wilkins.
3. Swaminathan M: Essentials of Food and Nutrition; Bangalore Printing and Publishing Company Limited, Bangalore.
4. Gopalan C and Kaul S: Women and Nutrition in India; NIN, India.ICMR: Nutritive value of Indian foods; NIN, India.
5. Kavonew M and Mikheer M I (WHO): Epidemiology of Occupational health
6. Jeyartram J: Occupational health in Developing Countries; Oxford University Press, UK
7. Ananthanarayanan L and Paniker C K J: Textbook of Microbiology; Oriental Longman, Chennai.

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<p>1. Introduction</p>	<ul style="list-style-type: none"> ● Definitions of health: physical, mental, and social dimensions ● Holistic health: integrating mind, body, and environment ● Community Medicine: integration in clinical practice ● Basic Epidemiology, Control of Communicable and Non-Communicable diseases ● Burden of NCD and healthcare delivery system of Pakistan and triple aim ● Biological, behavioral, environmental, and social determinants of health in Pakistan ● Impact of socio-economic factors on patient health ● Management for Health Education programs ● Health Legislation and patient consent ● Screening and early detection of diseases ● Patient-Centered Care ● Overview NCDs, Pathophysiology, Disease etiology, definition, classifications, signs/symptoms, differential diagnosis, provisional diagnosis. ● Importance of Oral health ● Geriatric Health ● Emergency and health crisis ● Maternal and Child Health (MCH) prenatal care with chronic conditions ● Schools, Adolescent Health and Population Education
<p>1. Patient Health Education</p>	<ul style="list-style-type: none"> ● Fundamentals of Patient Health Education ● Introduction to learning Theories ● Health Behavior Theories <ul style="list-style-type: none"> ● Health Belief Theory ● Social Cognitive Theory ● Theory of Planned Behavior ● Trans Theoretical Behavior Change Theory ● Ecological Theory ● Introduction to Health promotion <ul style="list-style-type: none"> ● Concept of Health promotion ● Principals of Health Promotion: Empowerment, Participation, Holistic Approach, Equity, Sustainability, Advocacy ● Development of Health promotion program: Input, process, output, outcomes, impact ● Health Promotion Strategies

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<p>2. Foundations of Human Anatomy and Physiology for Health Educators</p>	<ul style="list-style-type: none"> ● Introduction to Anatomy and Physiology, structure and functions of the cells and tissues. ● Different organs, systems, special sense organs in the body – their structure and functions. ● Growth and development in various age groups; types of physical growth, organ senescence" or "biological aging of organs". ● Aging and Immunity
<p>3. Systemic Pathophysiology</p>	<p>Introduction to Pathology</p> <ul style="list-style-type: none"> ● Pathophysiology of foot infections ● Pathophysiology of eye infections and diseases ● Pathophysiology of Cardiovascular diseases ● Pathophysiology of renal infections and diseases ● Pathophysiology of reproductive dysfunction/diseases ● Pathophysiology of common oral diseases and their connection with NCDs ● Types and classifications of non-communicable diseases ● Concurrent medical conditions and their interlinked dynamics
<p>4. Preventive Health, Care and Risk Management</p>	<ul style="list-style-type: none"> ● Risk factors and prevention strategies ● Principles of Preventive health management ● Educating patients on foot, eye, heart and kidney care ● Developing Self-Care Plans for Patients ● Self-identification of the emergency (how to teach the patient) ● Advanced Therapeutic Interventions and their choice by patients ● Role of Multidisciplinary Teams in NCD care ● Latest Research and Developments in Patient Management



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3 — Timetable

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Course Plan				
Activity	Week	Topic	Session Breakdown	Duration

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<p>Module -1</p> <p>Introduction</p>	<p>1</p>	<p>1.1. Burden of non-communicable diseases and global impact</p>	<p>Definitions of health: physical, mental, and social dimensions</p> <p>Holistic health: integrating mind, body, and environment</p> <p>Community Medicine: integration in clinical practice</p> <p>Basic Epidemiology, Control of Communicable and Non-Communicable diseases</p> <p>Burden of NCD and healthcare delivery system of</p>	<p>Theory</p> <p>10 hours</p>
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			Pakistan and triple aim	
	2	2. Social Determinants of Health	<ul style="list-style-type: none"> — Biological, behavioral, environmental, and social determinants of health in Pakistan — Impact of socio-economic factors on patient health — Management for Health Education programs — Health Legislation and patient consent 	

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	3	3. Patient-Centered Care	<p>Screening and early detection of diseases</p> <p>Patient-Centered Care</p>
	4	4. Overview of key medical conditions	<p>Overview NCDs, Pathophysiology, Disease etiology, definition, classifications, signs/symptoms, differential diagnosis, provisional diagnosis.</p> <p>Importance of Oral health</p> <p>Geriatric Health</p>

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	5	5. Vulnerable populations and critical health situations	Emergency and health crisis Maternal and Child Health (MCH)- prenatal care with chronic conditions Schools, Adolescent Health and Population Education	
		6. Extra/intra mural- Concurrent Field Training	1 Quiz	
<u>Module-2</u> Patient Health Education	1	2.1. Fundamentals	Fundamentals of Patient Health Education Introduction to learning Theories	16 hours

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2	2.2. Theories of Health	Health Behavior Theories: Health Belief Theory, Social Cognitive Theory, Theory of Planned Behavior
3		Health Behavior Theories (cont): Trans Theoretical Behavior Change Theory, Ecological Theory
4	2.3. Health Promotion	Introduction to Health promotion Concept of Health promotion

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5	2.4. Principles of Health Promotion	Principals of Health Promotion: Empowerment, Participation, Holistic Approach, Equity, Sustainability, Advocacy
6	2.5. Health Promotion Program	Development of Health promotion program: Input, process, output, outcomes, impact
7	2.6. Health Promotion Strategies	Health Promotion Strategies: historical context
8		Health Promotion Strategies (cont)

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	9-12	Extra/intra mural- Concurrent Field Training	1 Quiz Health promotion program outline	08 hours
Module-3 Foundations of Human Anatomy and Physiology for Health Educators	1	3.1. Introduction	Introduction to Anatomy and Physiology; structure and functions of the cells and tissues.	20 Hours
	2	3.2. Organs and Systems	Different organs, systems, special sense organs in the body—their structure and functions	
	3	3.3. Nervous system	Anatomy and Physiology of nervous system	

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4	3.4. Head and Neck	Anatomy and Physiology of head and neck (eye and mouth)
5	3.5. Cardiovascular system	Anatomy and Physiology of Cardiovascular system
6	3.6. Renal system	Anatomy and Physiology of renal system
7	3.7. Reproductive system	Anatomy and Physiology of reproductive system
8	3.8. Foot and foot mechanics	Anatomy and Physiology of foot and foot mechanics

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	9	3.9. Growth and development	Growth and development in various age groups; types of physical growth; organ senescence" or "biological aging of organs"	
	10	3.10. Aging and Immunity	Aging and Immunity	
	11-12	Extra/intra mural- Concurrent Field Training	1 Quiz Class presentations	04 Hours
<u>Module-4</u>	1	4.1. Introduction	Introduction to Pathology	20 Hrs.
Systemic Pathophysiology	2	4.2. Nervous System Diseases	Pathophysiology of Peripheral neuropathy	

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3	4.3. Eye Diseases	Pathophysiology of eye infections and diseases
4	4.4. Cardiovascular Diseases	Pathophysiology of Cardiovascular diseases
5	4.5. Renal Diseases	Pathophysiology of renal infections and diseases
6	4.6. Reproductive Dysfunction	Pathophysiology of reproductive dysfunction/diseases
7	4.7. Foot Diseases	Pathophysiology of foot infections

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8	4.8. Oral diseases	Pathophysiology of common oral diseases and their connection with NCDs	
9	4.9. Types of NCD	Types and classifications of non-communicable diseases	
10	4.10. Concurrent medical conditions	Concurrent medical conditions and their interlinked dynamics	
11-12	Extra/intra mural- Concurrent Field Training	1 Quiz Case presentations	04 Hours

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Module-5 Preventive Health, Care and Risk Management	1	5.1. Risk factors and prevention	Risk factors and prevention strategies	18 Hours
	2	5.2. Principles of Preventive health	Principles of Preventive health management	
	3	5.3. Educate patients	Educating patients on foot, eye, heart and kidney care	
	4	5.4. Developing Self-Care Plans	Developing Self-Care Plans for Patients	
	5	5.5. Self-identification of the emergency	Self-identification of the emergency (how to teach the patient)	

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6	5.6. Advanced Therapeutic Interventions	Advanced Therapeutic Interventions and their choice by patients
7	5.7. Multidisciplinary Teams role	Role of Multidisciplinary Teams in NCD care
8	5.8. Latest Research and Developments	Latest Research and Developments in Patient Management
9		Latest Research and Developments in Patient Management (cont.)

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	10- 11	Extra/intra mural- Concurrent Field Training	1 Quiz Develop Self-Care Plans for Patients	04 Hours
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