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| Course Title: **Public Health Information Education and Communication (PHIEC)** | Course Code: **MPH 504** | Credit Hours: **3.0** | Total Marks: **100** |

**Rationale:** Public Health Information Education and Communication (PHIEC) is a 3-credit course designed for public health care professionals. Health communication is imperative in every aspect of health and well-being, including disease prevention, health promotion and quality of life. Intervention efforts to change behaviors are communicative acts and behavior change communication is the central objective of public health intervention.

**Objectives:** On successful completion of this course, students will be able to:

* Understand basic concepts of Public Health, public health problem and way to solve, health promotion
* To learn about behavior sciences, Health Communication,
* Identify appropriate BCC model and the effectiveness of BCC national practice,
* Know about BCC & SBCC practice in the field
* Ensure BCC tool appropriate for the Bangladesh cultural and religious Context
* Know about barriers to communication

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| **Learning Outcomes** | **Course Content** | **Teaching Learning Strategy** | **Assessment Strategy** |
| Able to learn basic concepts of Public health as well as will be able to define health and public health, core functions of public health, public health approach, Mission, vision of public health, essentiality of “IEC” in Public Health etc. | Introduction to Public Health Information Education and Communication: | Lecture, discussions, group works | Assignment, quiz, problem solving |
| Able to define Health education and its aims as well as will be familiar with different methods and materials of health education, can explain stages of Health Education, where & how health education can be happened | Methods of Health Education: | Lecture, discussions, group works | Assignment, quiz, problem solving |
| Will be familiar with Importance of networks and community, social marketing, and Seven ‘C’s of health communication 7 C’s of communication and its use in public health | Importance of networks and community, social marketing, and Seven ‘C’s of health communication | Lecture, discussions, group works | Assignment, quiz, problem solving |
| Able to know about physiological, psychological, the impact of stress, gender , dialect, jargon , and cultural barriers of communication and will be able to solve these problems | Barriers to Health Communication | Lecture, discussions, group works | Assignment, quiz, problem solving |
| Able to define peer and will be able to know about peer education, aims of peer education, benefits of peer education, criteria for selection of peer educators, support to peer educators, what to supervise in peer education, Aladin Framework etc.. | Peer Education | Lecture, discussions, group works | Assignment, quiz, problem solving |
| Will be able to know about Introduction to Behavioral science, concepts, components and its scope & utilization | Introduction to Behavioral science | Lecture, discussions, group works | Assignment, quiz, problem solving |
| Able to know about Behavior Change Communication , its necessity, process and steps of BCC, Conceptual Examples of BCC activities, Different names of BCC, What can BCC do, Hierarchy of Communication Effects, Introduction to Materials Development, Main Idea, Steps for Developing Materials | Behavior Change Communication | Lecture, discussions, group works | Assignment, quiz, problem solving |
| Able to learn SBCC Definition, Core elements, Benefits, Steps for designing & Implementing SBCC programs, Key characteristics of High quality SBCC | Social Behavior Change Communication (SBCC) | Lecture, discussions, group works | Assignment, quiz, problem solving |
| Able to learn Health Promotion, WHO Principles of Health Promotion, Preventable health problems related to lifestyle, Health Sectors, Non-Health Sectors, Important areas for consideration in Health promotion. | Health Promotion | Lecture, discussions, group works | Assignment, quiz, problem solving |
| Able to define determinants of health, will be familiar with Policymaking, Social factors, Health services, Individual behavior, Biology and genetics, Determinants of Prevention | Determinants of Health | Lecture, discussions, group works | Assignment, quiz, problem solving |
| Able to define as well as will learn about Monitoring & Evaluation, Monitoring process, Monitoring and Planning, Different levels of Monitoring, Reasons for carrying out an Evaluation, Tools of Evaluation. Differences between Evaluation & Monitoring | Monitoring and evaluation of Bangladesh | Lecture, discussions, group works | Assignment, quiz, problem solving |

**Recommended Books:**

1. The Handbook of Global Health Communication by Silvio R. Waisbord, Rafael Obregon, 2012
2. Health Behavior and Health Education: Theory, Research, and Practice by Karen Glanz, 1990
3. Public Health Communication: Evidence for Behavior Change Edited by Robert C. Hornik, 2002