This course has been cancelled, for further information see Transitional provisions in the last version of the syllabus.

Please note that the course syllabus is available in the following versions:
Autumn2007, Autumn2010, Spring2011

Specific entry requirements

Bachelor's degree or vocational degree worth at least 180 ECTS credits (120 credits) in public health science, healthcare or other relevant social sciences subject area.

Objectives

Part 1: Learning goals The student will be able to clearly: demonstrate the benefit of evidence based public health practice in planning disease prevention and health promotion interventions describe major stakeholders, their roles and settings for interventions explain and present how models for planning interventions for disease prevention and health promotion could be applied, especially the Precede-Proceed model review literature by using internet based information concerning disease prevention and health promotion present major theories and models for behavioural change, dissimination of information and mobilizing during planning of disease prevention and health promotion
Content

The course comprise one week introduction to Health Promotion and Health Economics, two weeks health promotion theory(part 1) and two weeks micro economics (part 2). The first part concentrate on planning and implemenatation of public health interventions (community analysis, planning models, intersectorial collaboration). Major models and theories for behavioural change, dissimination and mobilization at different societal levels (individual, group, local communities) are brought up. Knowledge on evidence based public health will be applied in practical exercises. Critical reviews on current public information on disease prevention and health promotion. The second part of the course covers essential microeconomic theory and provides the student with the tools necessary to study health from an economic perspective. The course gives an introduction to price formation on single markets and applies this theory to welfare analysis. The course also covers; consumer and producer theory, analysis of general equilibrium, price adjustment under perfect competition, analysis of important policy measures such as taxes and subsidies and the concept of economic efficiency. In addition, the course covers different market imperfections such as monopoly, onopolistic competition and asymmetric information. Particular emphasis is placed on the concepts adverse selection and moral hazard, which are of great relevance in health economics, for instance when designing insurance.

Teaching methods

Lectures, group work, internet based exercises, calculations and individual assignments.

Examination

Part 1: Written group examinations and participation in seminars. Individual written examination. Mandatory attendence is required at seminars. Students not attending seminars will be offered an individual assignement as compensation. Part 2: Written individual examination.

Transitional provisions

The course is cancelled. Examination under the syllabus is offered until Spring 2012 for students who do not complete the course successfully.

Other directives

Evaluation is done by a websurvey using KI standard form.

Literature and other teaching aids

Pindyck, Robert S.; Rubinfeld, Daniel L.
Microeconomics
Library search
Glanz, K; Rimer, B
Theory at a Glance. A Guide For Health Promotion Practice
URL: Link to pdf

Naidoo, Jennie; Wills, Jane; Naidoo, Jennie t Health promotion
Foundations for health promotion
Library search

Raphael, D
The Question of Evidence in Health Promotion
2000
URL: Link to the article