

**University of Perugia**  
**Department of Experimental Medicine**  
**Experimental Center for Health Promotion**  
**and Health Education (CeSPES)**

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**1<sup>st</sup> Level Master**

**Planning, management and evaluation of integrated  
actions of health promotion for the community  
(CHP Master)**



**Academic Year 2015/2016**

**MASTER**  
**Planning, management and evaluation of integrated actions of  
health promotion for the community  
and Project CompHP**  
*Developing competencies and professional standards for health promotion  
capacity building in Europe*

In Europe, a scientific and cultural movement has been activated in order to reach a definition of quality of health promotion, both on the side of the interventions and on that of training. This movement is based on the definition of professional contents, criteria and quality standards and finally on a mechanism of voluntary accreditation of professionals and organizations. This European movement, of which Italy is a partner through the University of Perugia (Experimental Center for Health Promotion and Health Education) and the University of Cagliari, is supported by a European Union research project that has the meaningful title "Developing competencies and professional standards for health promotion capacity building in Europe".

The new edition of the Master aims to accompany these trends of Italian and European health promotion by backing, through a renewed curriculum which is strongly oriented towards a quality system produced by the Project CompHP, the development of health promotion actions in the Regions.

In this perspective that sees Italian health promotion as strongly projected in the European dimension, we mention the participation of our Master in the network European Training Consortium in Public Health and Health Promotion (ETC-PHHP).

## Aims

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1. to develop an updated vision of the scientific foundation and cultural references related to the model of health and health promotion, with particular emphasis on the European context and on the approach “Health in all policies”
2. to acquire the ability to manage processes of transfer / translation of results of scientific research to the practice
3. to know and apply design methods of health promotion actions and health education at individual, small group and community level
4. to know and apply actions of qualitative and quantitative research to assess health needs and assess the actions
5. to know the basic methods that can be used in educational communication / with different settings and target
6. to understand and manage the assessment processes of health impact
7. to be able to manage multi-professional and multi-disciplinary working groups
8. to be able to coordinate integrated programs of health promotion and education
9. to enable and support processes of ongoing improvement of the quality of the services involved in health promotion actions and health education projects
10. to coordinate and support multidisciplinary research projects for analyzing and assessing the needs and questions of health to support the planning of the health promotion and education

## Admission

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The master is addressed to people who acquired the first or second cycle degree

## **Teaching organization**

The **CHP Master** includes the following courses:

- **280 hours of lecture and active learning with seven residential modules**
- **Training activities** at various institutions
- **Self-study**
- Development of a **research thesis** at the end of the training course

The set of these activities, corresponding to **1500 hours**, determines the acquisition of **60 credits**.

## **Teaching methods**

The teaching of the Master is structured to facilitate the learning of specific skills and give examples of techniques and tools to be transferred in practice.

The teaching includes:

- Video Conferencing
- Summaries of information
- Group work
- Case studies
- Simulations
- Art-based methods
- Individual works
- Observation
- Portfolio
- Dissertation

The teaching methods allow maximum enhancement of experiences and skills of the participants. All the different approaches to research that will be presented in the training of the master will have the continuous reference to testing and the application with a continuous feedback between development of new knowledge and change in professional behavior and services.

**1° Modulo**  
**12-15 January**

**The cultural and scientific foundation and organization of health promotion in Italy and in Europe**

Models of health: conceptual evolution, the salutogenic approach

Personal skills for health: the contribution of neuroscience and psychological research on health

The opportunities for health: the cultural systems of health, social institutions of health

Evolution of the concept of welfare and health systems: Health in all policies

Ethics for health / ethics of health

Evolution of the concept of health education and health promotion (the models)

Evolution and current organization of social health system in Italy, the role of health education and health promotion

The responsibilities and roles for health promotion in non-health sectors

European dimension of health promotion: historical, cultural, economic and political perspectives

Scientific director: *Giuseppe Masanotti*

**2° Modulo**  
**23-26 February**

**Theories, methods and tools for research in health promotion and health education**

The frame of research/action in the field of health: theoretical and methodological elements

Disciplinary contributions and additions to the development of knowledge: the tools of epidemiological, psychological, social, anthropological, pedagogical knowledge

Analysis of health needs in the population

Determinants of health

The diagnosis of communities

Methodology of bibliographic research and documentation in health promotion

Organizations and institutions for the documentation in Italy and Europe

Scientific director: *Giuseppe Masanotti*

**3° Modulo**  
**5-8 April**

**Participated territorial planning  
in health promotion and  
education**

Design patterns in promotion and health education

The aims and phases

Diagnosis in Education (relationship with diagnosis of community and its specificity)

The identification of priorities, the goal setting

Patterns of learning / changing of lifestyles

The choice of intervention: effectiveness and evidence

Transferability and sustainability

Approach to the analysis of the feasibility interventions

Educational settings for health promotion

The individual relationship, the group, the community

Scientific director : *Giuseppe Masanotti*

**4° Modulo**  
**24-27 May**



**Participatory assessment of the  
impact on health of integrated  
programs for health promotion**

Impact assessment and participated impact assessment on health

Assessment and design of a action: *empowering evaluation*

The concept of quality: criteria and operational approaches to the assessment of quality in health

The pathway for of impact assessment

Participatory strategies to assess the results of a health education intervention

The process evaluation of a health education intervention

Transfer of research results to the practice

Scientific director: *Giancarlo Pocetta*

**5° Modulo**  
**12-15 July**

**Management of programs  
integrated of health promotion:  
inter-sectorial relations, multi-  
professional groups**

Political and legislative scenarios  
for inter-sectoriality in health

The tools for integrated territorial  
planning for health promotion in  
the community: health profile of  
the community, social local  
contracts, health plans

The working group as a  
management and learning tool

Roles and tasks in the stages of the  
life of a multi-professional group:  
leadership, internal relations

Scientific director: *Giancarlo  
Pocetta*

**6° Modulo**  
**11-14 October**

**Working with the community  
for the health promotion**

The *community-oriented* approach  
to health promotion: inter –  
sectorial alliances for health

Social and economic inequalities  
and health promotion: Italian and  
European experiences

Working for the promotion of  
health in the community:  
integrated planning and networks  
of activities

The community as an educational  
setting for health: community  
participation

Reorienting services: the quality of  
health promotion and education  
services in health care and in the  
other setting

Scientific director: *Liliana Minelli*



**7° Modulo**  
**8-11 November**

**Communication, documentation  
and health: theories and  
methods for empowerment**

The communication for the health  
and health care

The problem of Health Literacy

Educational communication

Social marketing

Institutional communication as a  
trigger in the action for health  
promotion

Mass communication and health  
information

Documentation in health  
promotion: addresses and  
organizations

Scientific director: *Liliana Minelli*

**Teaching**

The function of teaching in the Master will take place by members of the University of Perugia and other Italian universities, along with non-university staff. A particular attention is given to the professionals of the services that play a significant role in developing actions to promote Health: health and social services, schools, voluntary work.

The Master, which belongs to the European network of Masters in health promotion, hosts teachers from other EU countries. This allows to use a great expertise for training purposes, consistently with the complexity of the professional functions the Master is aimed at.

**MASTER WORKSHOPS**

**GOOD PRACTICES:** analysis and discussion of paradigmatic actions

**COFFEE HEALTH:** critical reading of scientific articles

**SETTING OF HEALTH PROMOTION:** dialogues with the professionals involved in the "networks" for the health promotion

**BODY COMMUNICATION:** individual and group experiences on body languages and their implications in the promotion of empowerment for health





## **The Experimental Centre for Health Promotion and Health Education**

The Experimental Centre for Health Promotion and Health Education (CeSPES) produces research, working and professional training patterns in public health, being a permanent laboratory of ideas and practices about prevention, education and health promotion. Professionals, students and citizens contribute with their knowledge and experience to realize the right to health articulated in Article 32 of the Italian Constitution and to contrast the inequalities. Founded in 1954 by Alessandro Seppilli, an eminent scientist and innovative educator, one of the planners and implementers of the Health Reform establishing the National Health Service, the CeSPES continues its action together with institutional partners such as the Umbria Region and the Municipality of Perugia, with the commitment towards a culture of health built through the debate between disciplines in order to address issues that determine, positively and negatively, the health of the individual and community

<http://cespes.unipg.it>

### **Direction Committee**

*Vincenzo Nicola Talesa* (Director)  
*Liliana Minelli* (Board of Directors)  
*Rossana Pasquini* (Board of Directors)  
*Giancarlo Pocetta* (Board of Directors)

### **Didactic Coordination**

*Paola Beatini*  
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### **Secretaryship**

*Alberto Antognelli*  
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### **Terms and cost of registration**

The cost of the course is Euro 2,800.00. The application must be submitted on a form specially prepared by the Master Office of Perugia University.

You can get further information by sending the form to request information which isn't binding, but will announce the opening of the registrations to the Master

**PERUGIA UNIVERSITY**  
**Experimental Centre for Health Promotion and Health Education**

**MASTER**  
**Planning, management and evaluation of integrated actions of health  
promotion for the community**

**FORM TO REQUEST INFORMATION**

**Family Name** .....

**First Name** .....

**E-mail** .....

**Phone or Mobile** .....

**Employment** .....

**Institution** .....

**Education**.....

**Degree** .....

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