



Government of India



*One Year
Certificate Course
in
Health Promotion
through
Distance Learning*

*Approved by
Directorate General of Health Services,
Ministry of Health and Family Welfare,
Government of India*

Prospectus

**National Institute of Health and Family Welfare
Munirka, New Delhi, India**

**In Collaboration with
Directorate General of Health Services
Ministry of Health and Family Welfare, Govt. of India**

One Year Certificate Course in Health Promotion through Distance Learning

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Course Coordinating Team

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1.0 INTRODUCTION AND RATIONALE

About the Institute

The National Institute of Health and Family Welfare (NIHFW) is a premier autonomous Institute, funded by the Ministry of Health and Family Welfare, Government of India. It has kept pace with the new thinking and substantially contributed to the health manpower development in the country. NIHFW serves as an apex ‘technical institute’ as well as a ‘think tank’ to promote national health and family welfare programmes in the country through education and training, research and evaluation, consultancy and advisory services, specialized projects, etc. The thrust areas of the Institute include health and related policies, public health management and others.

Various educational activities form the core of NIHFW. MD in Community Health Administration and Diploma in Health Administration offered in affiliation with University of Delhi are the most prestigious courses. The Post Graduate Diploma in Health Management started in 2008-09 in collaboration with MOHFW has gained popularity nationwide.

In order to facilitate continuous upgradation of knowledge and skills of various health personnel across the country, the NIHFW has launched the following courses through distance learning mode:

1. One Year Certificate Course in Health and Family Welfare Management
2. One Year Certificate Course in Hospital Management
3. One Year Certificate Course in Health Promotion

2.0 HEALTH PROMOTION

Background

During the last five decades, India has made an unprecedented progress in the health sector and health indicators. Yet, a lot needs to be achieved towards controlling the communicable diseases, reducing infant mortality, maternal mortality and to raise the nutritional status of children and women. Further, the emerging challenge related to the lifestyle diseases/non-communicable diseases, requires the strategies different from the conventional communicable diseases. This challenge can be addressed through capacity building of the health personnel in initiating strong health promotional interventions to bring sustained change in the behaviour of the community in respect of risk factors.

The lifestyle diseases have a strong association with the way people live their lives. Such diseases have defied the conventional public health measures like environmental sanitation, immunization, vector control and many others. Health promotion strategies have been effective in prevention and control of these diseases as evident from the statistics from the

developed countries. Some of the constraints realized by the Government of India, in the framework of implementation of NRHM are:

- Poor emphasis on locally and culturally appropriate health communication efforts.
- No community action and household surveys.
- No action on promoting healthy lifestyle whether it be fighting alcoholism or promoting tobacco control or promoting positive actions like sports, yoga, etc.
- Weak school health programmes.
- Absence of health counseling/early detection.
- Compartmentalized IEC of every scheme.

The framework has identified action for preventive and promotive health care as a key priority area.

3.0 ABOUT THE CERTIFICATE COURSE IN HEALTH PROMOTION

Health promotion is the process of enabling people to increase control over the determinants of health and thereby improve their health. It represents a comprehensive social and political process, it not only embraces actions directed at strengthening the skills and capabilities of individuals, but also actions directed towards changing social, environmental and economic conditions so as to alleviate their impact on public and individual health.

Though health education has been an integral component of the National Health Programmes, the objective of health promotion activities is to go beyond sharing knowledge to developing skills and bringing about change in attitudes and bringing healthy practices in the community. As a first step, it is essential to communicate the latest and most accurate knowledge and information to the frontline health professionals and public at large.

As health promotion is a technical process of providing information and/or education to individuals, families and communities to make positive contribution to their health status, the participation of all sectors like Panchayati Raj Institutions, Health, Education, Public Works Department, Ministry of Women and Child Development, etc. and also of youth groups, women groups, NGOs, corporate sectors and community is essential to sustain health promotion action.

Therefore, in order to build the capacity of frontline professionals in health promotion, the National Institute of Health and Family Welfare (NIHFW) is conducting the one year '**Certificate Course in Health Promotion**' through distance learning in collaboration with Directorate General of Health Services, Ministry of Health and Family Welfare, Government of India. The aim of this course is to build the capacity of medical, paramedical, school teachers, counsellors and other stakeholders concerned with the health of the society across the sectors in aspects related to health promotion. The trained personnel in health promotion would greatly help in reducing the double burden of communicable and non-communicable diseases in India, through management of lifestyles by promoting healthy diet, physical activity, stress management, reduction of tobacco/substance abuse and alcohol towards achieving healthy approach to life.

The professionals already engaged in public and private sectors would get an opportunity to develop specialization in the field of health promotion and thereby get benefit in their future endeavours.

4.0 PROGRAMME DETAILS

4.1 Objectives

The students should be able to:

- i. describe the concept of health and health promotion;
- ii. describe the basics of health and disease in a holistic manner;
- iii. enumerate the role of social determinants of health and other sectors;
- iv. mainstream health promotion in the National Health Programmes (NHPs) and National Rural Health Mission (NRHM);
- v. evaluate the policy context of health promotion and the effective use of resources in different settings;
- vi. design strategies for health promotion in different settings;
- vii. analyze and interpret available data at district, state and national level for health promotion;
- viii. describe the concept of health education, information, education and communication, behaviour change communication for health promotion; and
- ix. plan, monitor and evaluate the health promotion programmes.

4.2 Nature of Participants

Personnel working in the public and private sectors related to health.

4.3 Eligibility Criteria

Graduate in any discipline. Knowledge of working on computers (MS-Word, power-point, e-mails and use of internet) is desirable.

4.4 Batch Size

500 (approximately) for one academic session.

4.5 Medium of Teaching-learning

The medium of interaction will be **English** language.

5.0 COURSE DETAILS

5.1 Course Duration: One Year

The certificate course is of one year duration. Any candidate, who cannot appear or qualify in the first attempt, can appear in the subsequent examinations. However, a candidate must qualify within 4 years from his enrolment; otherwise he/she will have to re-enroll himself/herself as a fresh candidate with resubmission of fees.

5.2 Course Structure

- Modules I-XI
- Practical Module
- Project Work
- Contact Programmes
- Assignments
- Examination for Evaluation

5.3 Methodology

The certificate course has been designed by using self-learning principle and learning by doing approach. The learning would be through self-study of the modules, assignments, case studies, and contact programmes.

There are total eleven basic modules and one practical module. To facilitate learning, each chapter in the module, has been provided with specified learning objectives in the beginning. Detailed framework and concepts have also been given for the better understanding. The summing up and self-assessment exercises have been given at the end of the chapter for quick assessment by the learner.

Case studies have also been included at relevant points so as to relate the concepts with real situations.

The exercises have been developed so that the learners can apply the knowledge into workplace settings. These have been compiled into a practical module to facilitate learning and implementation of the concepts.

Development of project based on field level exercise is one of the major components of the course. The project work will be supported by duly identified mentors by NIHFW.

6.0 CONTACT PROGRAMME: TWO (Five Days each)

Two contact programmes for five days each would be held during the course period. **It is mandatory for all the students to attend the two contact programmes.**

The students are expected to read the course materials before attending the contact programme. This will make the contact programmes more useful, effective and candidates can facilitate their self-learning.

7.0 ASSIGNMENTS

Students are required to submit **two** assignments. The assignment question papers will be sent to the students along with the study materials. All the assignments can be **Hand written or typed on A4 size paper (8.27 inch x 11.69 inch)**. The answers should be precise and illustrated with diagrams and specific examples based on practical experience.

Assignments should be tied together and then sent. No photocopy of any printed or any other materials (other than citing examples) will be accepted.

No assignment will be accepted after the last date fixed. Candidate will not be allowed to take the final examination unless the requirements related to the submission of all the assignments, project report and participation in contact programmes have been met with by stipulated dates.

Submission of Assignments

By Post Submission

Each assignment should be submitted by Registered Post along with a self-addressed post card for acknowledgement to:

Health Promotion Unit
Distance Learning Cell, Room No.417
National Institute of Health and Family Welfare
Baba Gangnath Marg, Munirka, New Delhi-110 067

Online Submission:

Assignment can also be sent via e-mail. The guidelines for online submission are:

Format	PDF/Word format
Font Type	Times New Roman
Font Size	12
Line Spacing	1.15
Paper Type	A-4 size (8.27 inch × 11.69 inch)
Each question	2-3 pages
E-mail address for assignment submission	AssignmentHP@nihfw.org

No assignment will be accepted via fax. Assignments sent on any other mail will not be accepted.

The candidates are requested to send their assignments by one medium only i.e, either via post or via e-mail to avoid any duplication.

8.0 EVALUATION

8.1 Indicators for Evaluation

Certification will be awarded jointly by Directorate General of Health Services, Ministry of Health and Family Welfare, Government of India and NIHFW, on successful completion of the examination.

- A. Evaluation of the Students:** The evaluation of the students will be done through continuous and comprehensive evaluation. The evaluation would be of two types: Formative and Summative.

The formative evaluation would include:

- i. Participation in contact classes
- ii. Short/essay type assignments
- iii. Project work
- iv. Theory examination
- v. Viva-voce

Summative evaluation would include consolidation of marks gained on all the activities during the course.

8.2 Scheme of Evaluation

A. Theory Examinations 2 hours each (Total: 200 Marks)

- i. Paper-I (Modules 1 - 6) (100 marks)
- ii. Paper-II (Modules 7 - 11) (100 marks)

B. Internal Assessment (150 Marks)

- i. Project work (50 marks)
- ii. Assignments (80 marks)
- iii. Participation in contact programmes (20 marks)

C. Viva-voce (50 Marks)

Grand Total of A+ B+ C= 400 marks

A candidate must obtain 50% marks in aggregate in theory, 50% marks in aggregate in viva and 40% marks in aggregate in internal assessment, with overall aggregate of 50% in grand total.

Note:

- Any candidate caught using unfair means during exams will be debarred from appearing in the exam for a period of one year.
- Any request to appear for final exams after the said duration of 4 years of the course, would not be entertained.

9.0 COURSE OUTLINE

MODULES - I to XI

Module I: Basic Concepts of Health and Health Promotion

- i. Basics of Health and Health Promotion
- ii. Community Health Need Assessment for Health Promotion
- iii. Social Determinants of Health
- iv. Health Promotion for Healthy Environment: Water and Sanitation

Module II: Reduction of Risk Factors of Non-Communicable Diseases and Communicable Diseases

Part A: Promotion of Healthy Lifestyles through Physical Activity, Diet, Stress Management, Avoiding Tobacco and Alcohol

- i. Risk Factors and Lifestyle Diseases in India
- ii. Promotion of Healthy Lifestyle through Physical Activity
- iii. Promotion of Healthy Lifestyle through Diet
- iv. Promotion of Healthy Lifestyle through Stress Management
- v. The Tobacco Epidemic in India and Regulatory Provision
- vi. Health Promotion for Reducing/Quitting Alcohol and Substance Abuse

Part B: Promotion of Personal Hygiene, Treatment Seeking Behaviour, Treatment Compliance and Reducing Stigma

- i. Health Promotion Strategies for Prevention and Control of Communicable Diseases
- ii. Treatment Seeking Behaviour and Treatment Compliance
- iii. Social Stigma Associated with Diseases

Module III: Planning, Designing, Monitoring and Evaluation in Health Promotion

- i. Planning Health Promotion Programme
- ii. Monitoring and Evaluation in Health Promotion

Module IV: Health Promotion and National Health Programmes

- i. NRHM, National Health Programmes
- ii. School Health Programmes
- iii. Role of AYUSH in Health Promotion
- iv. Prevention of Road Side Injuries

Module V: Epidemiology, Health Statistics and Health Management Information System for Health Promotion

- i. Epidemiology and Health Promotion
- ii. Health Statistics: Analysis and Interpretation of Data Related to Health Promotion
- iii. Use of Health Management Information System and Information Technologies in Health Promotion

Module VI: Health Promotion in Different Settings

- i. Health Promotion in Different Settings
- ii. Health Promotion in Emergency and Disaster

Module VII: Information, Education and Communication Strategies for Health Promotion

- i. Introduction to Health Communication
- ii. Information, Education and Communication for Health Promotion
- iii. Approaches to Communication for Health Promotion

Module VIII: Advocacy in Health Promotion

- i. Advocacy in Health Promotion
- ii. Advocacy for Healthy Public Policy
- iii. Resource Mobilization for Health Promotion Networking

Module IX: Partnership in Health Promotion

- i. Partnership for Health Promotion
- ii. Partnership with Media Organizations

Module X: Capacity Building for Health Promotion

- i. Capacity Building for Health Promotion
- ii. Leadership and Mentoring in Health Promotion
- iii. Capacity Building of Individuals and Organizations through Organizing Training Programmes on Health Promotion

Module XI: Gender and Health Promotion

- i. Concept of Gender and Sex
- ii. Key Health Indicators Related to Males and Females
- iii. Mainstreaming Gender in Health
- iv. Gender Violence
- v. Gender Budgeting
- vi. Gender and Health Promotion Strategies

Practical Module XII

10.0 BEST STUDENT AWARD

One student, who obtains the highest marks, will be awarded a medal and Certificate on **9th March (the Annual Day of the Institute)** of the following year.

11.0 FEE STRUCTURE

Course Fee: Rs.10,000/-

Prospectus: Rs. 200/- (Obtained through payment of **Demand Draft** only drawn in favour of **Director, NIHFW, payable at New Delhi**).

Course fee of **Rs.10,000/-** (which includes examination fee of **Rs.500/-**) through Demand Draft drawn in favour of **Director, NIHFW, payable at New Delhi has to be paid along with the application form.**

The prospectus and application form can be down loaded from the website of the Institute (www.nihfw.org). In such cases application form should be accompanied by a demand draft for Rs.10,200/- (Rs.10,000/- Course fee and Rs.200/- being cost of the prospectus).

Once the application is accepted in this office for admission to the said course, withdrawal of the same will not be allowed in any case and fee in such cases will not be refunded under any circumstances. The fee will be refunded to **only those candidates who are not selected** as per criteria fixed.

For those candidates who do not complete the course in the first year, the examination fee of Rs.500/- will have to be paid separately for appearing in the examination in subsequent year(s). **Duplicate Certificate** for the successful candidates may be issued only on the written request from the candidate citing proper reason for it. **A fee of Rs.500/-(Five hundred only)** will be charged for this purpose.

12.0 IMPORTANT DATES OF THE YEAR

Online application will start from: 30th April, 2011.

Last date for request for prospectus by post: 7th June, 2011.

Last date for request for prospectus by hand: 15th June, 2011.

Duly completed application form along with course fee should reach Distance Learning Cell, NIHFW, New Delhi by 15th June, 2011.

Institute will not be responsible for any kind of postal or other delays.

13.0 HOW TO APPLY

- A candidate seeking admission in the Distance Learning Course in Health Promotion is required to send his/her application on the prescribed form given at the end of prospectus.
- Following enclosures are to be attached with the application proforma:
 - Demand Draft
 - Copies of degrees/certificates.
- Incomplete application in any respect is likely to be rejected.

Instructions for Online Submission of Application Form

Step 1: Before applying for online submission the candidate must possess a demand draft of Rs 10,200 in favour of Director, NIHFW, payable at New Delhi.

Step 2: Apply online on website www.nihfw.org

- Step 3: Fill the online application form for one year certificate course in health promotion.
Step 4: Take the print of filled complete application form.
Step 5: Paste latest passport size photograph on the form.
Step 6: Attach the Demand Draft of Rs 10,200/-, copies of degrees/certificates.

The application form duly completed in the clear handwriting of the candidate along with the course fee should be sent to:

Health Promotion Unit
Distance Learning Cell, Room No.417
National Institute of Health and Family Welfare
Baba Gangnath Marg, Munirka, New Delhi-110 067

To be submitted on or before 15th June, 2011
Incomplete application in any respect is likely to be rejected.

14.0 SELECTION

Selections will be made by a selection committee of NIHFW and the selected candidates will be informed accordingly. The decision of the selection committee shall be final and binding. No correspondence in this regard shall be entertained.

All correspondence may be mailed to:

Health Promotion Unit
Distance Learning Cell
National Institute of Health and Family Welfare (NIHFW),
Baba Gangnath Marg, Munirka, New Delhi-110067

Phone Direct: +91-11-26183416
Phone EPABX: +91-11-26165959, +91-11-26105743, Ext. 240,239,336
Fax: 91-11-26183416
Email: **director@nihfw.org & dlc@nihfw.org**
Website: **www.nihfw.org**



आरोग्यम् सुखसम्पदा
NIHFW

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