



آغا خان یونیورسٹی

THE AGA KHAN UNIVERSITY

**Offered by:**  
Department of Community Health Sciences

**Information:** Master of Health Policy & Management  
Department of Community Health Sciences  
Phone: +92-21 3486 4916  
E-mail: [hpm.programme@aku.edu](mailto:hpm.programme@aku.edu)

**Registration:** <https://fal.cn/3mc6Q>

# Health Promotion, Education and Advocacy

## Standalone Course with Graduate Credits

**March 2 - July 6, 2022 | 3:00 pm to 6:00 pm | Every Wednesday**

The Master of Health Policy and Management (MHPM) Programme is pleased to announce standalone course scheduled from March-July, 2022. This course is part of the programme curriculum but can also be taken without enrolling into a degree programme. Course credits can contribute towards a master's degree.

### Course Description

Health Promotion is an approach to prevent diseases and improve health in individuals and populations. The course will present the core concepts of health promotion with particular emphasis on various theories and frameworks, and their application in real-world settings. It will enable students to identify key public health issues using socio-cultural, epidemiological, behavioral, and environmental lens. Students will learn different tools and framework to design and evaluate health promotion programs in different settings to promote the health of individuals and communities through applying key concepts of community empowerment, settings-based health promotion, social marketing, healthy public policy, and the use of technology. The course will also facilitate learners to develop 'behavior change communication strategies' to promote health outcomes. Students will also be oriented to 'health advocacy and mediation' to promote universal access to healthcare. The course will provide learners opportunities to interact with health promotion experts. This will be a highly interactive course that will use flipped teaching and learning techniques, alongside classroom sessions.

### Course competencies:

- Design a health promotion intervention program based on the key principles and strategies of health promotion using the planning framework.
- Develop behavior change communication (BCC) messages utilizing the theories and models used in health promotion.
- Formulate advocacy strategies to achieve particular health goal and objectives.

### Course credits can contribute towards a master's degree:

Candidates who will achieve a cGPA of 3.5 or above after completing two courses or cGPA of 3.0 or above after completing three courses are exempted from writing the Admission Test. They will be required to appear for an Interview. The courses are valid for three years only for entry into the MHPM programme.

### Audience

- Programme managers from NGO and public sectors, policy makers, health system researchers and health system academia
- Professionals from medicine, allied health professions and biological sciences.

**Course fee:** PKR 105,900

**Register by:** February 22, 2022

### Enrolment Criteria

Candidates for enrolment in this course must present the following:

Candidates who have at least one year of full time work experience after graduation, in a health-related field or social sector at the time of application (voluntary work, part-time or unpaid internship is not included) and hold at least one of the following degrees are eligible to apply:

Sixteen years of schooling or 4-year education (124-136 credit hours) after HSSC/FA/FSc/Grade 12 equivalent" from an accredited / recognized university in Sciences / Health Sciences / Social Sciences / Psychology / Mathematics / Statistics / Business Management / including but not limited to a BSc (Biology, Biological Sciences, Physics, Physical Sciences), DPT, MBBS, BDS, BScN, DVM, D. Pharm, B Pharm (or equivalent).

### Important information:

1. Download form: <https://fal.cn/3mc6Q>
2. Submit the form (via e-mail) by Tuesday February 22, 2022 at [visiting.application@aku.edu](mailto:visiting.application@aku.edu) along with the followings as PDF file:
  - Completed and signed application form along with photograph
  - Attested copy of degree and marks sheet of sixteen years of schooling in the relevant field as mentioned in the criteria.
  - Attested copy of CNIC / Passport
  - Attested copy of work experience letter

Interested candidates are encouraged to ensure that their applications are duly completed, as incomplete applications will not be processed.

Kindly note, AKU may request for additional documentation or equivalence certificate to seek clarity on your qualification.