

附件 1、健康促進共授課程之課綱

Week	Topic	Name of Co-teacher/Coordinator
1	Introduction: the history and development of health promotion—theory, research and practice	陳秋瑩
2	The models of the multi-level factors: social ecological model	張齡尹
3	Focusing on intrapersonal and interpersonal factors (I): health belief model	高靜懿
4	Focusing on intrapersonal and interpersonal factors (II): the theory of planned behavior	高靜懿
5	Focusing on intrapersonal and interpersonal factors (III): the transtheoretical model, stages of changes	高靜懿
6	Focusing on intrapersonal and interpersonal factors (IV): social cognitive theory	高靜懿
7	Focusing on organizational and community factors (I): Organizational theory	陳秋瑩
8	Focusing on organizational and community factors (II): Diffusion of Innovations	莊佳蓉
9	Focusing on organizational and community factors (III): Community organizing and community building, assets-based community development	吳文琪
10	Focusing on organizational and community factors (IV): social marketing	廖容瑜
11	Focusing on technology and social communication: communication technology and e-Health	廖容瑜&陳秋瑩
12	Focusing on social and political factors: politics, policies and health inequalities.	陳秋瑩
13	The conceptual framework involving multi-level factors: The PRECEDE-PROCEED model	廖容瑜
14	Implementation research	陳娟瑜
15	Case study –Overweight/Obesity: Nutrition and physical activity	In-class group discussion
16	Case study—Tobacco control, e-cigarettes and HTPs	In-class group discussion