

講義題目/Subtitle	健康教育学 / Health Education Code:41918213	
授業の目標、概要 /Course Objectives/ Overview	生活習慣・健康行動変容に関する理論を講義でまず鳥瞰した後、各理論のフレームを用いて実践的プログラム立案を行う上での長所・短所・限界点をクラス内ディスカッション・レポートで深める。This lecture course will provide a quick review of behavioral theories related to health intervention, by applying them to case scenarios. Then, invited lecturers will provide "real world practice" examples for health promotion, with emphasis on marketing, empowerment approach, media message design, and community building. Each frame of theories will be critically discussed for their strength and weakness to help integration of existing frames to facilitate effective health promotion in the community/workplaces.	
授業のキーワード/Keywords	和	健康行動のマイクロ・マクロ理論,地域・職域・医療,コミュニティ組織論,意思決定
	英	micro and macro theories of health behaviors, community/worksite/and healthcare settings, community organization,decision making
授業計画/Schedule	11/22 1) 1限 Micro-meso level theories of behavioral science (橋本) 11/22 2) 2限 Micro-meso level theories of behavioral science applied (橋本) 11/29 3) 1限 Macro level theories of community organization (橋本) 11/29 4) 2限 Macro level theories of community organization applied (橋本) 12/ 6 5) 1限 Empowerment approach in community I (岩永) 12/ 6 6) 2限 Empowerment approach in community II (岩永) 12/13 7) 1限 Public message design for health promotion I (林) 12/13 8) 2限 Public message design for health promotion II (林) 12/20 9) 1限 Health marketing in workplace I (戸津崎) 12/20 10) 2限 Health marketing in workplace II (戸津崎) 1/17 11) 1限 Social marketing through social network intervention (鎌田) 1/17 12) 2限 Public intervention for community health (馬場) 1/24 13)1限 Decision making and behavior (橋本) 1/24 14) 2限 Wrap-up discussion (橋本)	
授業の方法/Teaching Methods	Lecture, in-class discussion with case scenario 講義、グループディスカッション、ケースメソッドなどを組み合わせる。	
成績評価方法/Grade Evaluation	Class attendance and in-class discussion/questions are counted as in-class contribution that shares 40% of score evaluation, the rest of 60% will be evaluated based on one term paper (short). 出席ならびに講義中発言(40%)・課題およびレポート(60%)	
教科書/Textbook	handouts and reading materials will be distributed beforehand, a week ahead., Students are strongly encouraged to read materials beforehand to effectively join in-class discussion.	
参考書/Reference	Glanz K, et al. Health Behavior and Health Education; Theory, Research and Practice. 4th eds. John Willey and Sons, 2008 畑 栄一, 土井 由利子. 行動科学—健康づくりのための理論と応用. 南江堂 第2版 :他、適宜配布	