

Welcome to the Master's Open Day Health Education and Promotion

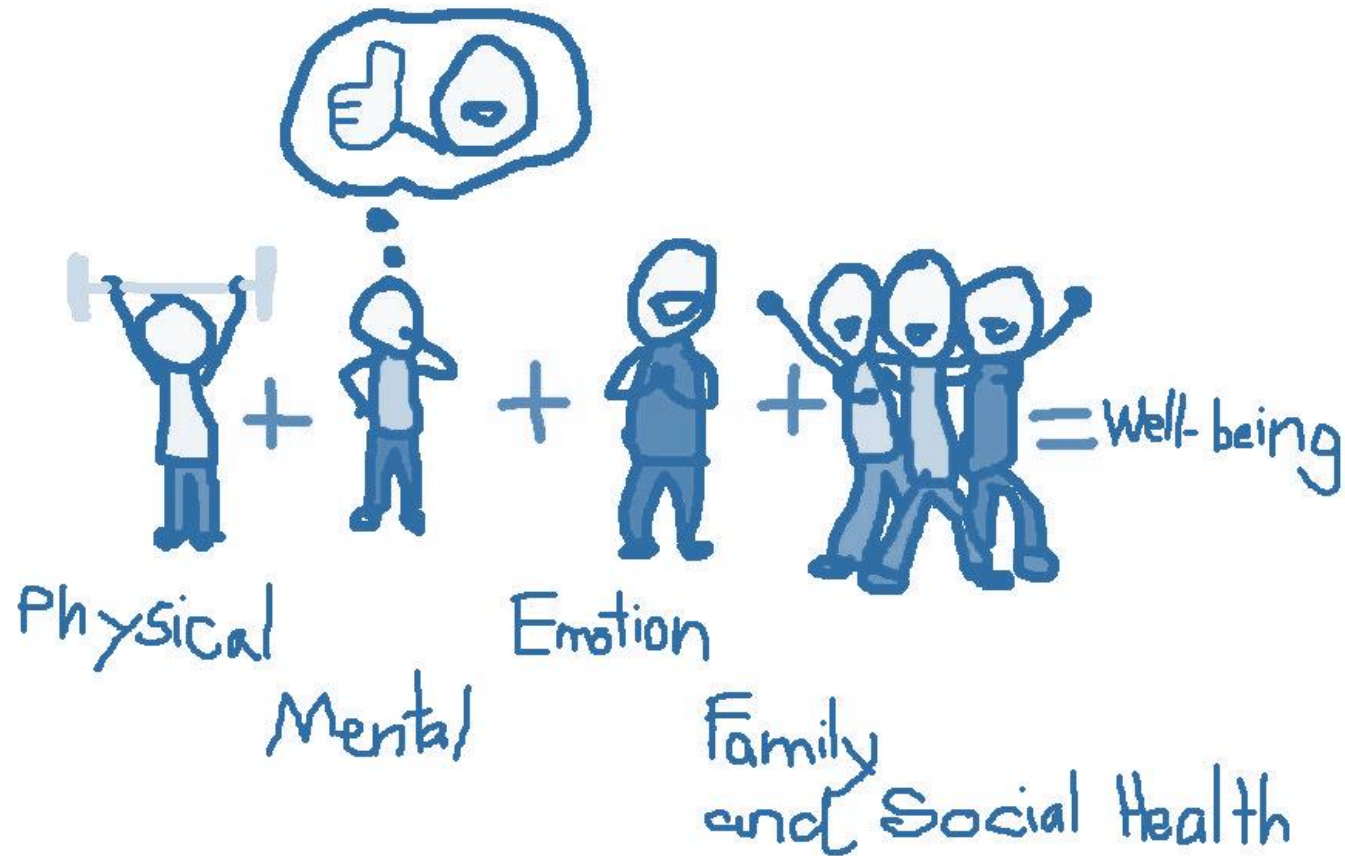
Francine Schneider, PhD
Director of Programme

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HEP Ambassador



What do you consider most important in life?







Focus is on health behaviour.



But, what do you think/know?



STand Up For Fitness

**Everybody knows what
healthy behaviour is.**

**If you provide enough knowledge
on what healthy behaviour is,
then all people will behave
healthy.**

**All our behaviour is
deliberate and can be
controlled.**

**It is all about willingness: if
you want to change your
behaviour, then you will
change your behaviour.**

**We all have the skills to
behave healthy.**

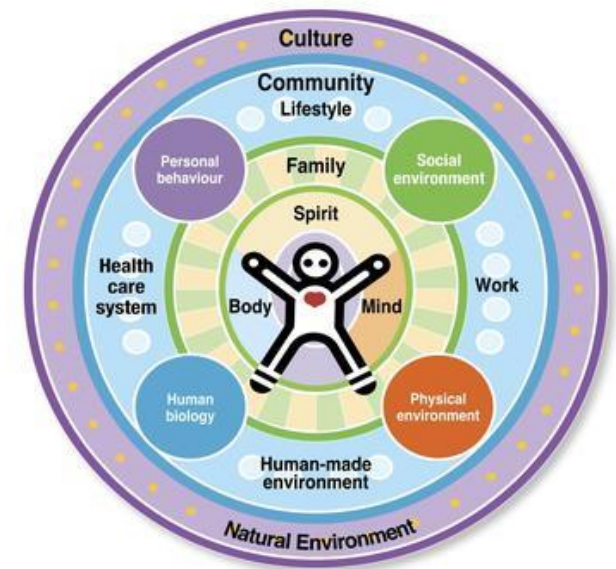
**All our behaviour is automatic
and we're victims of our
impulses and the
environment.**

Planned and systematic health education & promotion

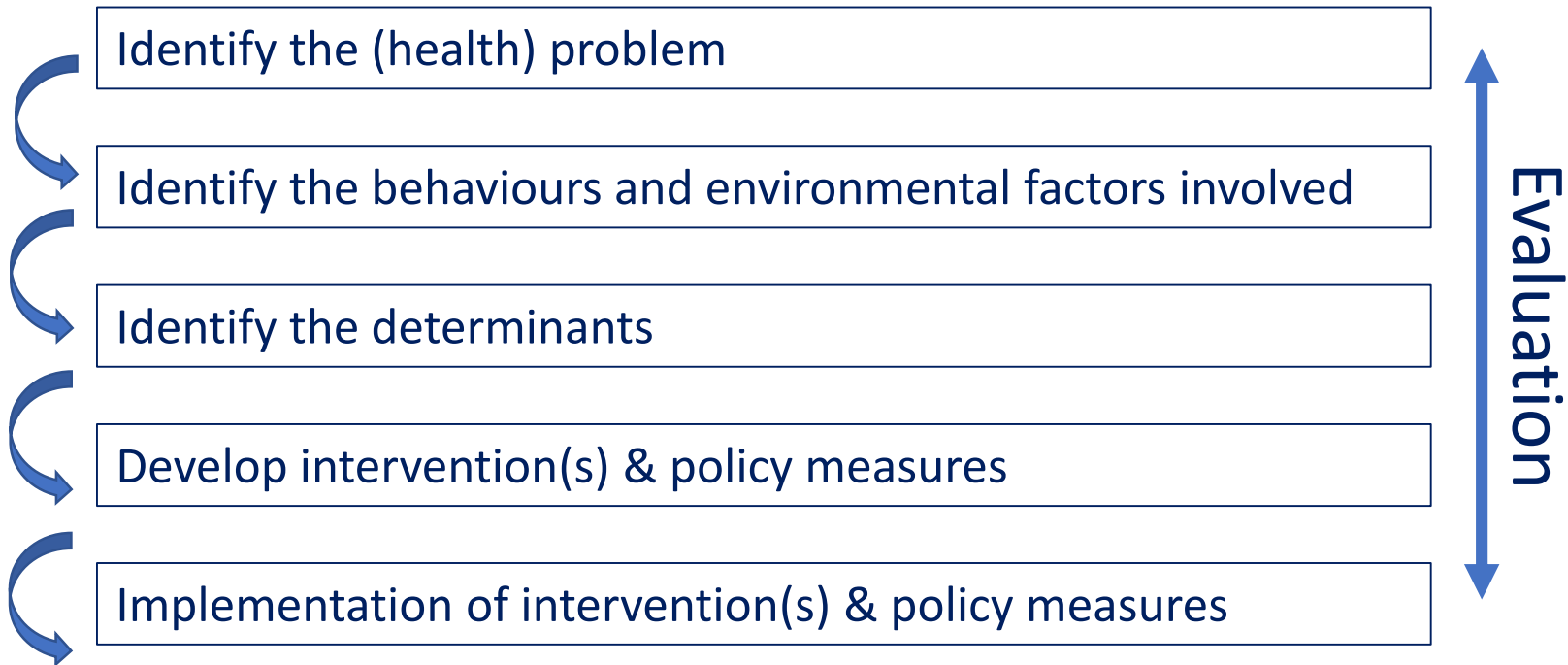
Health education and promotion

- The process of educating and enabling people to increase control over and to improve their health
- Focus is on the individual and the environment

<https://www.youtube.com/watch?v=SByymar3bds>



Planned and systematic approach



Programme details

- Six content-related modules
- Two research courses (preparation, placement)
- Evidence and theory based
- Application to practice
- Full-time or part-time
- Inter- and multidisciplinary
- Problem-based learning
- Accredited programme
- Taught in English

Course outline

Period 1	Period 2	Period 3	Period 4	Period 5/6
Understanding Health Behaviour	Reviewing Evidence for Health Promotion	Preparing for the scientific research	Health Promotion	Scientific Research & Article
Changing Health Behaviour	Intervention Development		Implementation and Evaluation	

Full time programme: Courses on Tuesday and Friday (8.30-17.30) – 40 hours

Part time programme: Courses on Tuesday or Friday (8.30 - 17.30) – 20 hours

Doing your own research

- Apply for proposals/topics or generate your own ideas
- You have the option to go abroad for your research (period 5 and 6)
- We have existing contacts all over the world, all over the field
- Collaboration with national and international organisations

What the future might bring...



Career perspectives

- National public health services
- National or regional health organisations
- Research
- Teaching
- Policy
- Your own company
- International organisations
- In your own field
-

Admission

Application deadlines – 2020/2021

- **Non-EU/EEA-students**
up to and including 1 May 2020
- **EU/EEA-students**
up to and including 1 June 2020

Admission related questions?

Please visit the stand from the Board of Admission at the information market for a personal talk with our staff members!



The HEPpy student

Are you eager to develop academic skills?

Are you up for some hard work and do you like to challenge yourself?

Do you like diversity in learning activities?

Do you have 40 hours to spend each week?

Do you like to engage in scientific, critical and creative thinking?



Are you looking forward to conducting your own research

Do you like to collaborate with other students on challenging assignments?

Are you interested in understanding and changing health behaviour?

Would you like to know how to implement health promotion interventions?

Be up at Maastricht

Meet...





Hi, my name is Daan from the Netherlands, **Health Education and Promotion master's student**

Follow me on Instagram and find out more about my study experiences and my life in Maastricht!

extramile_daan

Good luck with your study selection

and we *really* hope to see you in Maastricht!

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