

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

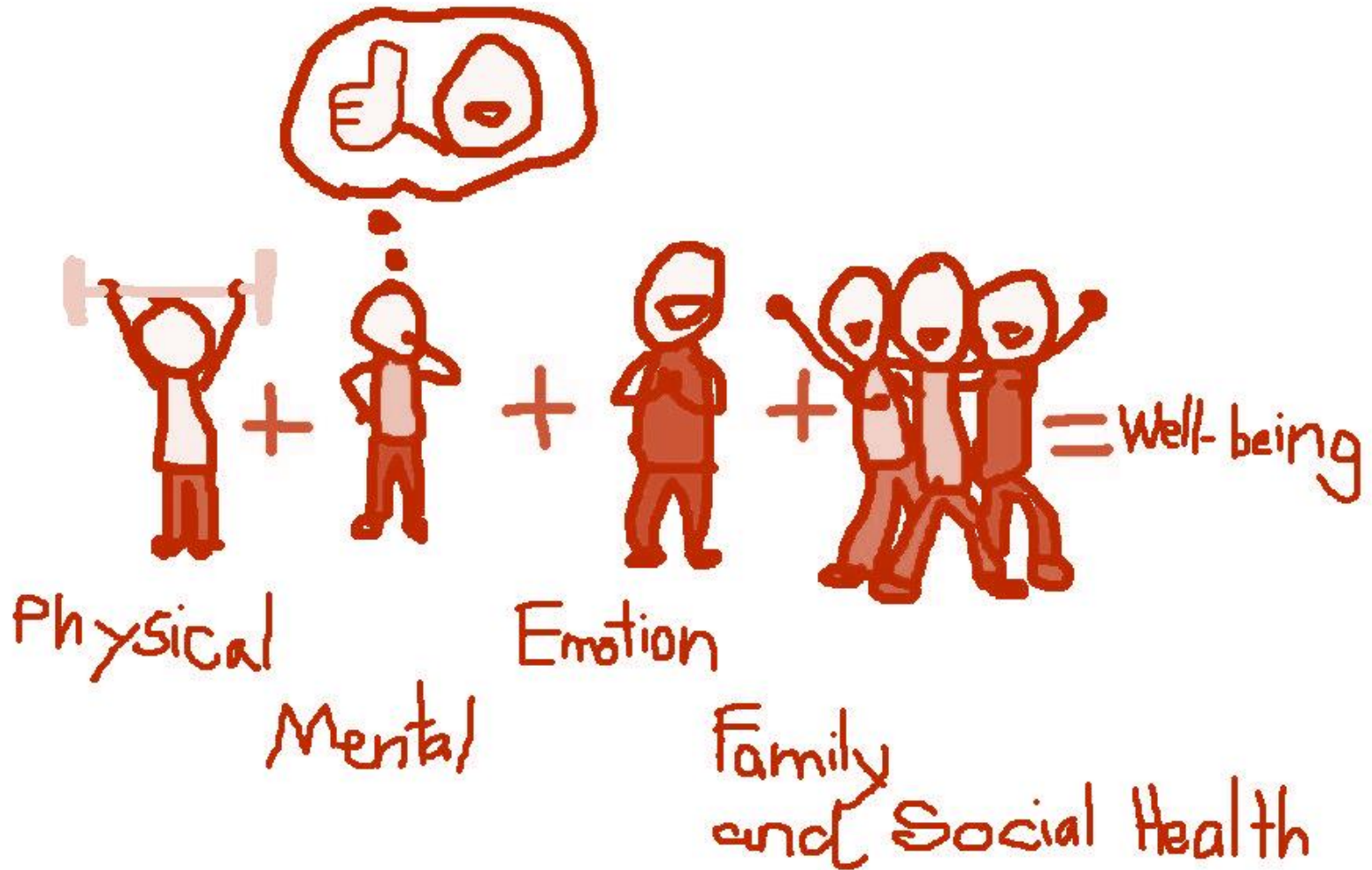
Francine Schneider, PhD
Director of Programme

Ingri Olsen
Challenge student



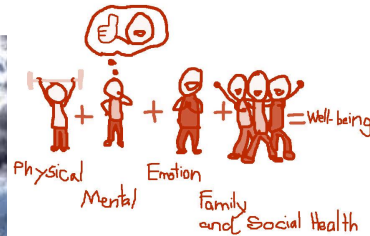
What do you consider most important in life?







30%



10-15%

40

10-15%

%



**Focus is on health
behaviour.**



**What
do you
think?**

**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.**

**Images on cigarette packages
are effective in changing
smoking behaviour.**

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.**

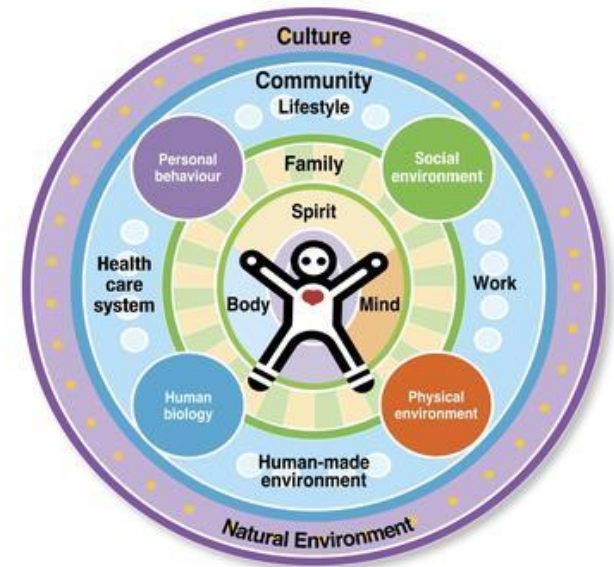
**All our behaviour is automatic
and we're victims of our
impulses and the
environment.**

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

Identify the (health) problem

Identify the behaviours and environmental factors involved

Identify the determinants

Develop intervention(s)

Implementation

Evaluation

Programme details

- Six content modules
- Research period
- 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	Period 6
Understanding Health Behaviour	Effectiveness of Interventions	Preparation for scientific research	Health Promotion	Research period	
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 or generate your own ideas
- You have the option to go abroad for your research (period 5 and 6)
- We have contacts all over the world (Europe, Africa, Australia, USA etc.)

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
-

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?



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?

Are you looking forward to conducting your own research

Be up at Maastricht

Admission

Application deadlines – 2019/2020

- **Students who apply for a UM-wide scholarship**
up to and including 1 February 2019
- **Non-EU/EEA-students**
up to and including 1 May 2019
- **EU/EEA-students**
up to and including 1 June 2019

Admission related questions?

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



Meet...



MASTERCHALLENGE

Meet: Ingri Olsen
Health Education and Promotion
master's student

Follow her on Facebook and find out
about her progress and experience
during the master

<https://www.facebook.com/MasterChallengeIngri>



Good luck with your study selection

and we really hope to see you in Maastricht!



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