



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Health promotion in the community - from theory to practice - 97340*

*Last update 03-09-2024*

*HU Credits:* 4.5

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:* Dental Medicine

*Academic year:* 0

*Semester:* Yearly

*Teaching Languages:* Hebrew

*Campus:* Ein Karem

*Course/Module Coordinator:* Dr. Guy Tobias

*Coordinator Email:* [guy.tobias@mail.huji.ac.il](mailto:guy.tobias@mail.huji.ac.il)

*Coordinator Office Hours:* Flexible

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Teaching Staff:

Dr. Guy Tobias,  
Prof. Yuval Vered,  
Dr. Alexander Khaimov,  
Dr. Nirit Yavnai,  
Dr. Iman Wahaba,  
Dr. Hadar Hazut,  
Dr. Shomoa Saliba,  
Dr. Yael Cotiner

Course/Module description:

Oral health promotion in the community

Course/Module aims:

Teaching the basics of health promotion  
Teaching the principles of Oral health promotion in the community

Learning outcomes - On successful completion of this module, students should be able to:

1. Use the principles of health promotion in the clinic
2. plan a community program for oral health promotion
3. Implement a community program for oral health promotion
4. Assess and evaluate a community program for oral health promotion

This course supports the following HUHSDM Professional Practice Competencies: 1.1

Attendance requirements(%):

100

Teaching arrangement and method of instruction: Lectures, exercises, practical experience in the community

Course/Module Content:

Module Date Topic Responsible  
1. 5/11/24 Intro + Public Health principles Dr. Tobias

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2. 19/11/24 Health Models Dr. Tobias
  3. 3/12/24 Health Models Dr. Tobias
  4. 17/12/24 Elderly Community Programs Dr. Khaimov
  5. 31/12/24 Health promotion in the clinic Dr. Khaimov
  6. 14/1/25 Community Programs Evaluation Dr. Yavnai
  7. 28/1/25 Health Literacy + Social Marketing Dr. Tobias
  8. 25/3/25 Past programs + Practice with instructors Dr. Tobias
  9. 8/4/25 Community program Instructors
  10. 22/4/25 Health promotion in the community Dr. Wahaba
  11. 6/5/25 Community program Instructors
  12. 20/5/25 Health programs Dr. Saliba
  13. 3/6/25 Community Program Instuctors
  14. 3/6/25 Health Programs Dr. Cotiner
  15. 17/6/25 Community Program Instructors
  16. 1/7/25 Concluding Session + Projects view Dr. Tobias

Required Reading:

1. Frazier PJ, Horowitz AM. Priorities in planning and evaluating oral health programs. *Family Community Health* 1980, Nov; 3(3):103-13.
2. Tomar LS. Planning and evaluating community oral health programs. *The Dental Clinics of North America* 2008, 52:403-421.

Additional Reading Material:

none

Grading Scheme:

Written Exam % 50

Essay / Project / Final Assignment / Home Exam / Referat 30 %

Active Participation / Team Assignment 10 %

Personal Guide / Tutor / Team Evaluation 10 %

Additional information:

none