



Kermanshah University of Medical Sciences

School of Public Health – Department of Health Education and Health Promotion

Course Syllabus

Course Title: Theories and Models of Health Behavior Change and Program Planning

Target Students: Second-semester **M.Sc.** Students (International Students) in Health Education and Health Promotion

Credit Hours (Instructor's Share): 2 credits total — 1.5 theoretical (12 sessions) + 0.5 practical (8 sessions), total 20 sessions

Instructor:

Dr. Farzad Jalilian

Ph.D. in Health Education and Health Promotion, MPH in Health Policy

Associate Professor, Department of Health Education and Health Promotion,

School of Public Health, Kermanshah University of Medical Sciences

Prerequisite: None

Course Schedule: Sundays, 10:15–12:15, Second Semester of the Academic Year 2026

Office Hours: Wednesdays, 08:00–15:00

Course Overview and General Objective

This course aims to equip students with the knowledge, competencies, and skills required to understand and apply major theories and models of health behavior change and program planning in the analysis, design, implementation, and evaluation of health education and health promotion interventions.

Learners will become familiar with key theoretical frameworks and models and will understand their practical application in planning effective health promotion programs.

General Topics (Theoretical Sessions)

1. Characteristics of effective health education and health promotion programs
 2. Definition, importance, and principles of theories and models in health education and promotion
 3. Classification of theories and models (intrapersonal, interpersonal, organizational, social, and ecological)
 4. Theory of Reasoned Action & Theory of Planned Behavior
 5. Health Belief Model (HBM)
 6. Social Cognitive Theory (SCT)
 7. Self-Efficacy Theory
 8. Social Support Theory
 9. Transtheoretical Model
 10. Protection Motivation Theory (PMT)
 11. behavior change PRECEDE-PROCEED Model
 12. Principles for selecting appropriate theories and models in behavior change research and practice
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Practical Component

1. Application of Theories and Models in Research:

Each student must review and critically present one recent original research article applying each of the theories and models covered in the course.

2. Design and Presentation of Educational Programs:

Each student must:

- Select a priority health behavior,
 - Choose an appropriate theory or model,
 - Design an educational intervention based on the chosen framework,
 - Prepare and present the intervention plan—with written documentation—as a classroom seminar.
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Teaching Methods

Lectures, group discussions, role-playing, learning through media and computer centers, individual and group participation.

Instructional Materials

Whiteboard, video projector, and computer.

Assessment and Evaluation

Evaluation Type	Method	Weight (out of 20)	Timing
Periodic Quizzes	Mixed methods	2 points	From Session 3 to end of term
Midterm Exam	Mixed methods	3 points	Session 6
Practical Project	Project-based	5 points	End of term
Final Examination	Mixed methods	10 points	As announced by the School

Course Policies and Student Expectations

Students are expected to:

1. Attend all class sessions regularly and punctually.
 2. Participate actively in group discussions and educational activities.
 3. Be prepared to answer questions related to previous lessons.
 4. Use additional academic and reliable online resources.
 5. Keep mobile phones turned off during sessions.
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References

1. Hayden, J. *Introduction to Health Behavior Theory*. Jones & Bartlett, Latest Edition.
 2. Glanz, K., Rimer, B.K., & Viswanath, K. *Health Behavior and Health Education*. John Wiley & Sons, Latest Edition.
 3. Sharma, M., & Romas, J.A. *Theoretical Foundations of Health Education and Health Promotion*. Latest Edition.
 4. Michie, S., West, R., Campbell, R., Brown, J., & Gainforth, H. *ABC of Behavior Change*. Silverback Publishing, Latest Edition.
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Course Schedule

Session	Topic	Instructor
1	Definition of theory and model; importance and principles of their application in health education and promotion programs	Dr. Farzad Jalilian
2	Classification of theories and models (intrapersonal, interpersonal, organizational, social, ecological)	Dr. Farzad Jalilian
3	Principles for selecting theories and models in studying and planning behavior change	Dr. Farzad Jalilian
4	Theory of Reasoned Action & Theory of Planned Behavior	Dr. Farzad Jalilian
5	Health Belief Model	Dr. Farzad Jalilian
6	Social Cognitive Theory	Dr. Farzad Jalilian
7	Self-Efficacy Theory	Dr. Farzad Jalilian
8	Characteristics of effective programs in health education and promotion	Dr. Farzad Jalilian
9	Social Support Theory	Dr. Farzad Jalilian
10	Transtheoretical (Stages of Change) Model	Dr. Farzad Jalilian
11	Protection Motivation Theory	Dr. Farzad Jalilian
12	PRECEDE-PROCEED Model	Dr. Farzad Jalilian
13-20	Student presentations and practical assignments: Critical review and application of theories/models to selected research articles and health behaviors	Dr. Farzad Jalilian

Signatures and Approval

Instructor: Dr. Farzad Jalilian

Head of Department: Dr. Mehdi Mirzaei Alavijeh

EDO Representative: Dr. Shahab Rezaeian

Submission Date: February 17, 2026

Is this syllabus newly developed? Yes No