



Universitat de Lleida

DEGREE CURRICULUM  
**COMMUNICATION, INNOVATION  
AND CREATIVITY IN  
EDUCATION FOR THE HEALTH**

Coordination: SELVA PAREJA, LAIA

Academic year 2022-23

## Subject's general information

<b>Subject name</b>	COMMUNICATION, INNOVATION AND CREATIVITY IN EDUCATION FOR THE HEALTH			
<b>Code</b>	14052			
<b>Semester</b>	ANUAL CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Character	Modality
	Master's Degree in Health Education	1	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA	TEORIA	
	<b>Number of credits</b>	3	3	
	<b>Number of groups</b>	1	1	
<b>Coordination</b>	SELVA PAREJA, LAIA			
<b>Department</b>	NURSING AND PHYSIOTHERAPY			
<b>Teaching load distribution between lectures and independent student work</b>	<p>Face-to-face (the percentages associated with each of the activities are calculated on 100%):</p> <ul style="list-style-type: none"> <li>- Lectures 25%.</li> <li>- Proposal, presentation and discussion of specific cases by the students 25%.</li> <li>- Regular support, advice and follow-up sessions for the cohesion of the program as well as for its preparation and presentation 25%.</li> <li>- Seminars 25%.</li> </ul> <p>Independent work (the percentages associated with each of the activities are calculated on 100%):</p> <ul style="list-style-type: none"> <li>- Readings 20%.</li> <li>- Master's thesis project 45%.</li> <li>- Study and resolution of cases and problems 35%.</li> </ul>			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan - Spanish - English			
<b>Distribution of credits</b>	<p>This subject belongs to Module I: Basic of the master's. The subject consists of 6 ECTS and is annual.</p> <p>Throughout the course, 40% face-to-face activities and 60% non-face-to-face activities will be carried out.</p>			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
GOMEZ SANTOS, SANTIAGO FELIPE	santiagofelipe.gomez@udl.cat	,4	
MASOT ARIÑO, OLGA	olga.masot@udl.cat	1,1	
SELVA PAREJA, LAIA	laia.selva@udl.cat	4	
TORT NASARRE, GLORIA	gloria.tort@udl.cat	,5	

## Subject's extra information

This course, together with the courses of theoretical foundations, psychology and pedagogy will focus on the different concepts and foundations in which Health Education is based as a discipline, as well as the theories, models and beliefs that influence attitudes and behaviors of individuals via communication, innovation and creativity, and through the use of various teaching resources.

## Learning objectives

- Strengthen communication and teamwork skills.
- Learn about the applied use of new technologies and the media.
- Design, use and evaluate educational materials on Health Education.
- Collaborate and plan activities with the media.

## Competences

### General competences:

- CG7. Ability to communicate effectively with other team members.

### Specific Competences:

- CE6. Collaborate and plan activities with the media.
- CE7. Promote political, legislative and administrative measures in favor of health.
- CE8. Work on the application of new technologies and media.
- CE9. Communication of decisions (and conclusions), knowledge and ultimate reasons that underpin Health Education to both specialized and non-specialized audiences, in a clear manner adapted to their needs.
- CE10. Motivate for innovation in Health Education, taking into account the results of research in different areas.
- CE11. Design, use and evaluate Health Education materials.

## Subject contents

- Communication skills and strategies (verbal and non-verbal).
- Marketing in Health.
- Creativity in Health Education.
- Information and Communication Technologies in Health Promotion and Education.
- Design, planning, releasing and evaluation of Health Education materials.

## Methodology

The course includes 6 ECTS credits:

	In-class activities	Study hours	Attendance percentage	Attendance percentage (calculated on 100%)
1	Lectures	15 h	10 %	25 %
2	Presentation and discussion of specific cases by the students	15 h	10 %	25 %
3	Regular support, advice and follow-up sessions for the cohesion of the program as well as for its preparation and presentation	15 h	10 %	25 %
4	Seminars	15 h	10 %	25 %
		<b>60 h</b>	<b>40 %</b>	<b>100 %</b>

	Independent study	Scheduled hours	Percentage	Percentage (calculated on 100 %)
1	Readings	18 h	12 %	20 %
2	Master's thesis project	40,5 h	27 %	45 %
3	Study and resolution of cases and problems	31,5 h	21 %	35 %
		<b>90 h</b>	<b>60 %</b>	<b>100 %</b>

## Development plan

The development of the course is available in the Virtual Campus, where it is specified in detail, the organization of the methodological topics, the description of the workshops (instructor, objectives and content), the schedule and the assessment activities (including due dates).

In-class sessions will take place in the Faculty of Nursing and Physiotherapy at the Lleida Campus. In case of punctual change of location, students will be notified in advance.

The sessions can be recorded, for this reason the University of Lleida (UdL) informs that, for teaching purposes, will record images that identify students and other people who participate in academic activities. The responsible person for processing these images is the UdL (contact details of the representative: Secretaria General. Plaça de Víctor Siurana, 1, 25003 Lleida, [sg@udl.cat](mailto:sg@udl.cat); contact details of the data protection officer: [dpd@udl.cat](mailto:dpd@udl.cat)).

These images are only used for teaching, assessing subject's knowledge and for teaching improvement projects.

The use of the images responds to the legal obligation of the UdL to teach and improve university teaching, in accordance with Organic Law 6/2001, of 21 December, on universities.

The images, once recorded, are kept at least as long as they do not prescribe the corresponding actions and claims against the evaluation approved by the teacher. They are destroyed in the terms and conditions provided for in the regulations on the conservation and disposal of the administrative documents of the UdL, and the document evaluation tables approved by the Generalitat de Catalunya (<http://www.udl.cat/ca/serveis/arxiu/>).

The UdL will never communicate this data to third parties, except in the cases strictly provided for in the Law. Interested people can access to their images; request rectification, deletion or portability; oppose the treatment and request its limitation, by writing to the address [dpd@udl.cat](mailto:dpd@udl.cat). They can also submit a complaint addressed to the Catalan Data Protection Authority, through the electronic headquarters of the Authority (<https://seu.apd.cat>) or by non-electronic media.

## Evaluation

Assignments need to be submitted to the "Activities" section of the Virtual Campus before their due date. In the case any assignment is not submitted it will then count as not done and, therefore, it's grade will be 0. If the assignment is supposed to be done or integrated in an in-class section and the student has previously justified his/her absence, he/she will need to submit an alternative assignment to compensate for it.

### Assessment topics:

Evaluation systems	Weighting
Attendance and active participation in online and in-class seminars, workshops and classes	50 %
Design and presentation of educational material in Health Education	25 %
Presentation and discussion of evaluations of educational materials in Health Education already designed	25 %

### Evaluation activities:

- Attendance and active participation in online and in-class seminars, workshops and classes 50%.
  - Attendance and active participation 20%.
  - Presentation and self-assessment on any topic 30%.
- Design and presentation of educational material in Health Education 25%.
- Presentation and discussion of evaluations of educational materials in Health Education already designed 25%.

### Other evaluation considerations:

- Attendance is **mandatory**; absence will only be allowed for 20% of the classes as long as it is justified:
  - In relation to absence justifications, the reasons for which the absence is considered to be justified, will be the same as those stated in the Regulations for Assessment and Qualification of Teaching in Degrees and Masters at the UdL for failure to attend the assessment tests scheduled in the teaching guide or on the degree website.
  - Requests for justification of absences that involve not appearing at a workshop must be submitted within the following 7 days at the latest.
  - In general, the student will only be excused the absence, but not the lack of compliance with their academic commitments.
- Due to the characteristics of the course, the possibility of a single assessment is not contemplated.

- You have the right to improve the grade for any assessment activity equal to or greater than 30% of the final grade in a subject or subject. However, attendance and participation will not be changed in case it is suspended, since the attendance of each individual workshop will not have a weighting greater than 30% in the final grade.
- The student will be classified as **not presented** as long as the assessment activities delivered do not exceed 30% of the total grade of the subject.
- You must pass each of the topics individually (with a **minimum grade of 5** out of 10) so that the average can be calculated. In the event that one of the parts is not passed, the course will be suspended.
- The opportunity is offered to present a voluntary and optional activity (**pedagogical contract**) that will be evaluated and may raise the final mark of the subject up to a maximum of 0.5 tenths taking into account the related learning objectives.
- The teaching staff reserves the right to ask students to prepare any complementary activity that addresses ethical issues of academic quality.
- Regarding **plagiarism** policy: assigning the authorship of a work that is not one's own implies a suspension of that evaluation activity.
- Regarding respect for the **environment**: only works delivered electronically will be accepted. They do not need to be delivered on paper.
- Those students who obtain a final grade of the subject equal to or higher than 9.0 points will be candidates for the Graduate with Honors qualification. The number of MH awarded will be in relation to what is detailed in the Regulations for the Evaluation and Qualification of Teaching in Degrees and Masters at the UdL.

## Bibliography

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