



Universitat de Lleida

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

Coordination: SELVA PAREJA, LAIA

Academic year 2023-24

## Subject's general information

|  |   |        |            |                  |
|--|---|--------|------------|------------------|
| Subject name   | COMMUNICATION, INNOVATION AND CREATIVITY IN EDUCATION FOR THE HEALTH  |        |            |                  |
| Code   | 14052   |        |            |                  |
| Semester   | ANUAL CONTINUED EVALUATION  |        |            |                  |
| Typology   | Degree  | Course | Character  | Modality         |
|  | Master's Degree in Health Education   | 1      | COMPULSORY | Attendance-based |
| Course number of credits (ECTS)  | 6   |        |            |                  |
| Type of activity, credits, and groups                                    | Activity type   | PRAULA |            | TEORIA           |
|  | Number of credits   | 3      |            | 3                |
|  | Number of groups  | 1      |            | 1                |
| Coordination   | SELVA PAREJA, LAIA  |        |            |                  |
| Department   | NURSING AND PHYSIOTHERAPY   |        |            |                  |
| Teaching load distribution between lectures and independent student work | <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> |        |            |                  |
| Important information on data processing                                 | Consult <a href="#">this link</a> for more information.   |        |            |                  |
| Language   | Catalan - Spanish - English   |        |            |                  |
| Distribution of credits  | <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 |
|-------------------------------|------------------------|---------------------------|------------------------------|
| BOTIGUE SATORRA, MARIA TERESA | teresa.botigue@udl.cat | 1,3                       |                              |
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| SERRA ESCARP, OLGA            | olga.serra@udl.cat     | ,8                        |                              |

## 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

### Module 1: Scientific communication

- **Topic 1: What you need to know before publishing.**
  - Identifying yourself correctly so that you are recognised: standardisation of the signature, identifiers and authorship profiles.
  - Locate the review where to publish: journal directory, search in WOS, identify vulture journals.
  - Assess the quality of the scientific journal: impact factor and open access.
  - Publishing your research: open access, authorship rights and good practice.
- **Topic 2: Preparing a document for the development of a project.**
- **Topic 3: Designing scientific communications.**

### Module 2: Communication skills and strategies (verbal and non-verbal).

- **Topic 4: How to make an oral presentation of the TFM.**
  - Tools and strategies for oral communication.
  - Techniques to transmit the message and reach the audience: verbal, non-verbal and audiovisual support.

### Module 3: Health Marketing

- **Topic 5: Internet and Marketing in Health Education.**
  - Internet and health networks.
  - E-health strategies.
  - Health education: health literacy.
  - Marketing and Health Education.

### Module 4: Creativity in Health Education

- **Topic 6: Communication, creativity and film in Health Education.**
  - Key tools for communication.
  - Creativity in communication and Health Education.
  - Cinema as an educational tool in Health Education.
- **Topic 7: Play, creativity and health.**
  - Play and health.
  - Creativity in Health Education.
  - Living creatively.
  - Creativity is sought and worked for.
  - Games of knowledge, movement and disinhibition.

### Module 5: Information and Communication Technologies (ICTs) in Health Promotion and Education.

- **Topic 8: Health Education in the framework of health and web 2.0.**
  - Information and Communication Technologies (ICTs) and Health Promotion.
  - Creation of a Health Education content plan focused on social networks.

### Module 6: Design, planning, implementation and evaluation of Health Education materials.

- **Topic 9: Design of educational resources in Health Education.**
  - Needs assessment.
  - Health problems and their determinants.
  - Programme objectives.
  - Theories and models for change.
  - Design and creation of educational components.
- **Topic 10: Evaluation of educational components in Health Education.**
  - Reminder: needs assessment.
  - Design plan.
  - Recruitment of the population.
  - Pre-test.
  - Final version of the educational component.
- **Topic 11: Dissemination of Health Education programmes.**
  - Audience segmentation.
  - Evidence-based communication.
  - Key messages.
  - Communication channels.
  - Methods for testing and piloting the programme.

## 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

### **EVALUATION BLOCKS/AXES**

Assessment activities are organised in blocks and each block may contain one or more related assessment activities.

| Evaluation systems   | Weighting |
|--|-----------|
| <b>BLOCK 1.</b> Attendance and active participation in online and in-class seminars, workshops and classes               | 50 %      |
| <b>BLOCK 2.</b> Design and presentation of educational material in Health Education                                      | 25 %      |
| <b>BLOCK 3.</b> Presentation and discussion of evaluations of educational materials in Health Education already designed | 25 %      |

### **Evaluation activities:**

- Attendance and active participation in face-to-face classes 20 % (block 1).
- Presentation and self-evaluation on any subject. Individual activity divided into two deliverables 30 % (block 1):
  - Design and recording of own presentation 15 %.
  - Self-assessment of own presentation 15 %.
- Design, presentation and discussion of evaluations of educational materials in Health Education 25 % (block 2 and 3). Group activity:
  - Written work: design and presentation 22 %.
  - Written work: discussion of evaluations 22 %.
  - Co i autoavaluació del treball en grup 6 %.

### **CONSIDERATIONS**

**General:**

- Please consult the Plagiarism and Academic Honesty Guide of the Faculty of Nursing and Physiotherapy of the University of Lleida: <https://www.fif.udl.cat/ca/estudis/normativa/>
- Regarding the environment: only papers submitted electronically will be accepted. It is not necessary to hand them in on paper or to bind them.
- Consult the Regulations for the Assessment and Grading of Learning in Degrees and Master's Degrees at the UdL (approved by Agreement 33/2020 of the Consell de Govern of 18.02.2020 and modified by agreement 235/2022 of the Consell de Govern of 21.07.2022, modified by agreement 36/3034 of the Consell de Govern of 28.02.2023 and modified by agreement 187/2023 of the Consell de Govern of 29.06.2023): <https://www.udl.cat/ca/udl/norma/ordenaci-/>
- Due to the characteristics of the subject, a single assessment is not envisaged.

**Delivery and evaluation of activities:**

- As for the delivery of activities, they will have to be posted in the Activities section of the Virtual Campus before the date set by the teacher.
- Only activities submitted within the deadline will be assessed. If this deadline is exceeded, the activities will be evaluated and feedback will be provided to students, with a score of 0 out of 10.
- As established in article "4.1. Continuous assessment" of the Regulations on the Assessment and Grading of Learning in the UdL Bachelor's and Master's Degrees and Master's Degrees, "**Assessment in UdL studies is a continuous process** within the teaching period established for teaching the subject, in accordance with the sequencing of the syllabus and the academic calendar. Continuous assessment is understood as the set of activities of an assessable nature indicated in the teaching guide that are developed in a progressive and integrated manner during the academic year and that must be relevant and significant to assess and quantify the progress of students in achieving the knowledge, skills and abilities that make up the specific and defining competences of the subject or subject. The aim of continuous assessment is for the student to be able to know their progress throughout the training process to enable them to improve it".
- There is the opportunity to present a voluntary and optional activity (**pedagogical contract**) which will be evaluated and may increase the final mark of the subject up to a maximum of 0.5 tenths, taking into account the learning objectives linked to it.
- The teaching staff reserves the right to ask students to carry out any complementary activity, taking into account ethical issues of academic quality.
- With regard to the **plagiarism** policy: assigning authorship of a work that is not one's own implies a failure of that assessment activity.

**Qualification of activities and subject:**

- In the event that the student does not hand in the activity, it will be considered as not having been done in an unjustified way and therefore, he/she will get a 0 out of 10 in the grade. In the event that the activity includes or is based on the work done in the classroom session and the student has justified his/her absence, he/she must hand in another compensatory activity of the contents worked on in the same session.
- All grades are published individually in the **grading** tool of the subject. According to article "12.1. Results of the assessment activities and final grade" of the Regulations on the Assessment and Grading of Learning in the Bachelor's and Master's Degrees at the UdL, "lecturers must publish the results of the assessment activities - in the case of continuous assessment - no later than fifteen working days after their completion and, at least, two working days before the make-up exam. Students have the right to review the results of the assessment activity".
- As stated in article "4.5. Continuous assessment" of the Regulations for the Assessment and Grading of Learning in Degrees and Master's Degrees at the UdL, "in the event that the student does not achieve the minimum grade established in any of the assessment blocks, but the average for the subject is passed, the subject will be graded in the transcript with a 4.9".
- Those students who obtain a final mark of 9.0 points or more will be eligible for the qualification of Honours. The number of **Honours Grades** awarded will be in accordance with what is detailed in the Regulations for the Assessment and Grading of Learning in Degrees and Master's Degrees at the UdL.

**Recovery:**

- As stated in article "4.5. Continuous assessment" of the Regulations on the Assessment and Grading of Learning in the Bachelor's and Master's Degrees at the UdL, students "have the right to **recover** any **block of assessment equal to or greater than 30% of the final grade** in a subject or subject, except for the practices of the subject and **activities that, by their nature, cannot be repeated within the same course**".
- Therefore, with regard to attendance and participation in face-to-face classes, there will be no right to recover that percentage of the mark in the case of a failed grade, since, due to their nature, classes cannot be repeated within the same course.

**Attendance at face-to-face classes and justification for absences:**

- In relation to the **justification of absences**, the reasons for which the absence is considered to be justified will be the same as those set out in article "9.8. Development of assessment activities" in the Regulations for the Assessment and Grading of Learning in the Degrees and Masters at the UdL, "the student who cannot attend the assessment activities that are listed and scheduled in the teaching guide of the subject -or, or, where appropriate, on the website of the bachelor's or master's degree, or in the final exams, for any of the reasons set out below, shall be entitled to have the lecturer responsible for the subject set a new date, after hearing the student, so that he/she can carry it out properly":
  - a. Due to illness, which must be duly justified by a medical certificate.
  - b. Due to coincidence, on the day and time, with another assessment procedure of a subject of an official bachelor's or master's degree taught at the UdL.
  - c. Due to the death of a direct relative up to the second degree of consanguinity and up to the first degree of affinity, occurring within the seven days prior to the scheduled date of the evaluation test.
  - d. Coincidence with official activities of high-level and high-performance athletes, both national and international.
  - e. For coincidence on the same day with meetings of the governing and representative bodies of the University, for students who carry out student representation tasks, with prior justification of this fact to the lecturer responsible.
  - f. Absence as a consequence of participation in an official student mobility process.
  - g. In the case of students of the UdLxTothom Programme with a chronic or acute illness, when the student requests and accredits that it will not be possible to deliver or carry out an evaluation activity of the subject on the scheduled date due to a chronic or acute illness, the deadline for delivery or scheduling of the evaluation activity will be extended for a minimum of ten days and at most until the last day of evaluation of the semester.
  - h. In other cases that can be justified and assessed by the Centre's Studies Commission.
- The justification of absences must be done via message through the tool and the space of the subject in the Virtual Campus and requests for justification of absences that involve non-attendance in a seminar will have to be submitted, at the latest, within 7 days.
- In general, students will only be excused for absence, but not for failure to fulfil their academic commitments.

## Bibliography

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