

SUMMARY PROGRAM

1. Identification Data:

Field

Institution and
Department Name

Learning Unit Name

Total Classroom Hours
(Theory/Practice)

Total Extra-classroom
Hours

Mode

Academic Period Type

Learning Unit Type

Curricular Area

UANL Credits

Creation Date

Last Update Date

Information

Autonomous University of Nuevo Leon, Faculty of Medicine

Health Promotion Strategies

2 hours 40 hours

2 hours 40 hours

In-person

3rd Semester

Elective

ACFBP, Basic Professional Training Curricular Area

3

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01/15/2024

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2. Purpose

In this learning unit, the student is capable of designing strategies, programs, projects, and/or interventions focused on promoting the health of the population or community, basing activities on priority health needs. It contributes to the graduate profile in the comprehensive training of a competent physician to resolve the main health problems addressed in the First Level of care for the individual and community.

3. Graduate Profile Competencies:

a. General graduate profile competencies to which the learning unit contributes:

Instrumental Competencies:

- 1. Applies autonomous learning strategies at different levels and fields of knowledge that enable timely and relevant decision-making in personal, academic, and professional spheres.
- 2. Uses logical, formal, mathematical, iconic, verbal, and non-verbal languages according to their life stage to understand, interpret, and express ideas, feelings, theories, and currents of thought with an ecumenical approach.
- 3. Uses information and communication technologies as tools for accessing information and transforming it into knowledge, as well as for collaborative learning and work with cutting-edge techniques that allow their constructive participation in society.
- 4. Masters their native language orally and in writing with correctness, relevance, opportunity, and ethics, adapting their message to the situation or context for the transmission of ideas and scientific findings.
- 5. Employs logical, critical, creative, and proactive thinking to analyze natural and social phenomena that allow them to make relevant decisions in their sphere of influence with social responsibility.

Personal and Social Interaction Competencies:

- 6. Maintains an attitude of commitment and respect towards the diversity of social and cultural practices that reaffirm the principle of integration in local, national, and international contexts to promote peaceful coexistence environments.
- 7. Intervenes in contemporary society's challenges at local and global levels with a critical attitude and human, academic, and professional commitment to contribute to general well-being and sustainable development.
- 8. Practices the values promoted by UANL: truth, equity, honesty, freedom, solidarity, respect for life and others, respect for nature, integrity, professional ethics, justice, and responsibility, in their personal and professional sphere to contribute to building a sustainable society.

Integrative

Competencies:

- 9. Constructs innovative proposals based on a holistic understanding of reality to contribute to overcoming the challenges of the interdependent global environment. learning and work with cutting-edge techniques that allow their constructive participation in society.
- 4. Masters their native language orally and in writing with correctness, relevance, opportunity, and ethics, adapting their message to the situation or context for the transmission of ideas and scientific findings.
- 5. Employs logical, critical, creative, and proactive thinking to analyze natural and social phenomena that allow them to make relevant decisions in their sphere of influence with social responsibility.

Personal and Social Interaction Competencies:

- 6. Maintains an attitude of commitment and respect towards the diversity of social and cultural practices that reaffirm the principle of integration in local, national, and international contexts to promote peaceful coexistence environments.
- 7. Intervenes in contemporary society's challenges at local and global levels with a critical attitude and human, academic, and professional commitment to contribute to general well-being and sustainable development.
- 8. Practices the values promoted by UANL: truth, equity, honesty, freedom, solidarity, respect for life and others, respect for nature, integrity, professional ethics, justice, and responsibility, in their personal and professional sphere to contribute to building a sustainable society.

Integrative Competencies:

- 9. Constructs innovative proposals based on a holistic understanding of reality to contribute to overcoming the challenges of the interdependent global environment.
- 10. Assumes leadership committed to social and professional needs to promote pertinent social change.

b. Specific graduate profile competencies to which the learning unit contributes:

- 1. Employs the scientific foundations of medicine considering economic, psychological, social, cultural, and environmental factors that favorably impact the development and evolution of society through decision-making and preventive medicine that reduce morbidity and mortality frequency with the primary purpose of prevention, preserving and recovering health, prolonging life with quality of life.

4. Summary Evaluation

- Health Promotion Essay
- Problem Development
- Search, analysis, and adaptation of program
- Design a webpage
- Development of key messages
- Presentation -
- Integrative Learning Product

5. Integrative Learning Product

Project: Problem-Based Learning (PBL) using a specific health problem detected at local level.

6. Support and Consultation Sources

Bibliography:

1. Frías Osuna Antonio, Public Health and Health Education, Masson Barcelona 2000
2. Perea Quezada Antonia, Health Promotion and Education, Innovative Trends, Díaz de Santos, 2009

Web Resources:

- www.promocion.salud.gob.mx
- <http://www.paho.org/saludyuniversidades>

