

---

## POST-GRADUATE PROGRAM IN HEALTH PROMOTION

### 1. Introduction

Health is a positive concept which underscores social, natural and personal resources coupled to the subject's physical abilities. On the other hand, Health Promotion is a process in which the community is enabled to act for the improvement of its life and health qualities. So that physical, mental and social welfare may be attained, individuals and groups of individuals should identify aspirations, satisfy needs and perceive environment-friendly characteristics so that inadequate habits and behaviors could be modified. Therefore, Health Promotion is not the exclusive responsibility of health professionals but an area of interdisciplinary activities that indicate the path for the population's welfare.

The Post-graduate Program in Health Promotion (PGPHP) deals with the formation of professionals and researchers so that they may acquire competence and capacities to act in health services, academic environments, research institutes, schools and centers for social support. The Program will prepare professionals and researchers so that they may work in these milieus covering research and developing strategies and technologies that contribute towards adopting more healthy life styles. Discussed themes report on the systematization of epidemiological data and on aspects that interfere in the welfare of the individual, such as self-care, social insertion, food, physical activities, natural and institutional environmental, drug abuse and other basic issues for the integral health of the population at different life cycle. The teaching and learning process in PGPHP focuses on the formation of the post-graduate student and includes the application of theoretical knowledge to evaluate, diagnose, plan, develop activities and interventions for the benefit of society.

PGPHP has two main research fields: (1) – Health promotion during aging; (2) Education and technology in Health Promotion, with Health Promotion as a baseline. Scholarships and financing of projections will be funded by CAPES, CNPq, Fundação Araucária and FUNADESP.

Target population comprises professional with a degree in Bio-Medicine, Physical Education, Nursing, Pharmacy, Physiotherapy, Phono-Audiology, Veterinary Medicine, Nutrition, Dentistry, Psychology, Social Service, Occupational Therapy and kin areas with interdisciplinary trends.

The post-graduate course is highly dynamic and its main aim is the construction of novel knowledge in health promotion, underscoring interdisciplinarity.

## 2. Baseline: Health Promotion

Health Promotion is a mechanism that strengthens a transversal, integrated and intersectorial policy which promotes dialogue among several sectors, not exclusively within the health segment, through the construction of commitment and co-responsibility networks in the formulation of proposal and actions to warrant life quality to the population. According to the document on the National Plan for Health Promotion, a “subject/collective, public/private, state/society, clinic/policy, sanitary sector/other sectors articulation must exist to disrupt the excessive fragmentation in the health-illness process and to reduce vulnerability, risks and harm produced therein” (BRASIL, 2006, p. 15).

Current Post-graduate Program in Health Promotion is the result of an interdisciplinary approach on regional problems that make difficult or impair an improvement in the life quality of the population from the point of view of health.

## 3. Research fields

### 3.1. Health promotion during Aging

The research field **Health Promotion during Aging** will study the aging process of Brazilian population, emphasizing aging healthily and presupposing an interaction between physical and mental health, autonomy in day-to-day activities, social integration, the support of the family and economic independence to contribute by means of data that makes possible the specific interventions that favor active aging.

### 3.2. Education and Technology in Health Promotion

The research field **Education and Technology in Health Promotion** comprises investigation within two axes: (1) alternatives to problems and actions related to policies and practices on health promotion involving physical and psychic aspects in educational environments, not necessarily related to the school; (2) problems and activities involving the development, use and evaluation of technologies, including those specifically linked to communication, for health promotion. It also foresees the development of technological products for Health Promotion.

## Research Projects

- Life style and bio-psychosocial and economic factors within the aging process.
- Spaces and practices that stimulate health, education, insertion and social responsibility.
- Technologies applied to the promotion of health.

## 4. Post-doctoral Program

The Post-graduate Program in Health Promotion of the Centro Universitário de Maringá (UNICESUMAR) also comprises a post-doctoral scholarship for the development of a research project with the baseline in Promotion of Health for the specific research fields in Health Promotion and Aging and in the Education and Technologies in Health Promotion, for a 12-month period. After evaluation of the performance of the scholarship holder, the status of Post-Doctoral Researcher may be renewed for a maximum period of sixty month (Brazilian Program for Post-Doctoral Scholarships CAPES - Capes n. 86/2013).

## 5. Journal of the Post-Graduate Program

### Health and Research

The scientific journal ***Health and Research*** ISSN 2176-9206 (On-line) and ISSN 1983-1870 (print) has been published since 2008 and aims at contributing towards the divulgation of research work in Health Sciences so that the research tradition incentivizes students and professors with their several and constant tasks, not merely in their updating but the coping with of new professional knowledge that market economy requires.

**6. Basic Curriculum**

<b>Common Mandatory Disciplines</b>	<b>Study Load</b>	<b>Credits</b>
Public policies in Health	45	3
Methods and Practices in Interdisciplinary Research	45	3
Health Promotion: conceptual, historical and environmental aspects	60	4
<b>Disciplines of the scientific field</b>	<b>Study Load</b>	<b>Credits</b>
Groups and social network	43	3
Diet Practices for Elderly People	45	3
Mobility and Motricity for Elderly people	45	3
Active Aging	45	3
Health Care and Subjectivity	45	3
Technologies in Health Promotion	45	3
Education and Health	45	3
Information Technologies and Communication in Education	45	3
<b>Optional Disciplines</b>	<b>Study Load</b>	<b>Credits</b>
Economy of Health	30	2
Phytotherapy and Health Promotion	30	2
Bio-statistics applied to Health Promotion	30	2
Methodology in Higher Education	30	2
<b>Interdisciplinary Activities</b>	<b>Study Load</b>	<b>Credit</b>
Interdisciplinary Activity I	30	2
Interdisciplinary Activity II	30	2

Supervision and Viva-voce	Study Load	Credits
Elaboration and Viva-voce of the Dissertation	90	6

\* According to Article 12, proficiency in a modern foreign language is mandatory for all students enrolled in the Post-graduate Program to obtain a Master's Degree and the PGPHP accepts proficiency exams in Spanish, English, French, German and Italian.

## 7. International Cooperation

### International Agreements

Missouri State University (USA)  
Universidad Andres Bello (Chile)  
Griffith College (Ireland)  
Gordon College (USA)  
College of Charleston (USA)  
ITESM (Mexico)  
ISEP (Portugal)  
Universidade do Porto (Portugal)  
University of Missouri (USA)  
University of Bridgeport (USA)

## 8. Correspondence

### SECRETARY OF THE POST-GRADUATE PROGRAM IN HEALTH PROMOTION

Bloco 07 - Av. Guedner, n. 1610 - Jardim Aclimação - CEP 87.050-390 Maringá - Paraná - BraZil

E-mail: [ppgps@Unicesumar.edu.br](mailto:ppgps@Unicesumar.edu.br)

Telephone: 55 44 3027-636, Branches 1598, 2153, 1178 and 1475

Office hours: 8h00 - 12h00; 14h00 - 18h00.

### DR FLÁVIO BORTOLOZZI

Pro-Rector for Research, Post-Graduate Courses and University Extension

**PROF. LUDHIANA ETHEL KENDRICK SILVA**

Research Principal

**DR SONIA MARIA MARQUES GOMES BERTOLINI**

Coordinator

**MARIA SUELI DE SOUZA RUFINE**

Secretary