

GRADUATE PROGRAM IN HEALTH PROMOTION (MASTER'S DEGREE AND DOCTORATE)

1. Introduction

Health is a positive concept, which emphasizes social, natural and personal resources, as well as the individual's physical capabilities. Health Promotion, in turn, is a process of empowering the community to act to improve their quality of life and health. To achieve physical, mental and social well-being, individuals and groups must know how to identify aspirations, satisfy needs and understand favorable characteristics of the environment, with a view to modifying inappropriate habits and behaviors. Thus, it is noted that Health Promotion is not the exclusive responsibility of health professionals, but an area of interdisciplinary action, which points out ways for the global well-being of the population.

The Graduate Program in Health Promotion (PPGPS) aims to train professionals and researchers with skills and abilities to work in health services, educational context, research institutes and other fields such as schools and social support centers. These professionals and researchers must be able to act in these environments by researching and developing strategies and technologies that contribute to the adoption of healthier lifestyles. The topics to be investigated are related to the systematization of epidemiological data and to the aspects that influence the individual's well-being, such as: self-care, social insertion, food, physical activity, natural and institutional environment, drug abuse, among other fundamental issues for the integral health of the population in different life cycles. The teaching and learning process practiced by the Graduate Program is focused on the training of graduate students, which includes the application of theoretical knowledge to assess, diagnose, plan, develop actions and interventions for society.

The Graduate Program consists of two research areas: Area 1 - "Health promotion in aging" and Area 2 - "Education and Technologies in Health Promotion", with "Health Promotion" as the focus area. Receives financial resources (scholarships and grants) from CAPES, CNPq, Fundação Araucária and FUNADESP.

The program's target audience is mainly professionals in areas such as

Biomedicine, Physical Education, Nursing, Pharmacy, Physiotherapy, Speech Therapy, Veterinary Medicine, Nutrition, Dentistry, Psychology, Social Work, Occupational Therapy and other related areas who are interested in interdisciplinary research.

The course is very dynamic and the construction of new knowledge in health promotion, an area that demands interdisciplinarity is the main goal to achieve its objectives.

2. Area of study: Health promotion

Health Promotion is an approach which aim to strengthen a transversal, integrated, and intersectoral policy, which promotes dialogue among several sectors, not just the health field, but collaboratively with others fields of knowledge, proposing the construction of commitment and co-responsibility networks aiming the wellness and quality of life of the population. According to the Brazilian Policy for Health Promotion, to exist the network pointed up is necessary an articulation with a “subject/collective, public/private, state/society, clinic/policy, sanitary sector/other which aim is disrupting the fragmentation in the health-illness process and to reduce vulnerability, risks and harm produced therein” (BRASIL, 2006, p. 15). Our Graduate Program in Health Promotion is the result of an interdisciplinary approach, and study on regional and nacional issues that make difficult or impair an improvement in the life quality of the general population from the point of view of health.

3. Research fields

3.1. Health promotion on aging

This research area proposes to study population aging with an emphasis on healthy aging, assuming the interaction between physical and mental health, independence in activities of daily living, social integration, family support and economic independence to contribute with data that enable interventions that favor active aging.

3.2. Education and technology in health promotion

The investigations in this area of research occur in two fields: searching for alternatives to the problems and actions related to health promotion policies and practices, involving physical and psychic aspects in educational environments, and studying problems and actions involving the development, use and evaluation of technologies, including those specific to and for health communication, focused on health promotion. It also provides for the development of technological products for Health Promotion.

Research projects

- Lifestyle and biopsychosocial and economic factors within the aging process.
- Places and practices for promoting health on elderly
- Technologies, communication and education in health promotion
- Health promotion in different environments, places and contexts of learning, assistance and work

4. Postdoctoral position

The Graduate Program in Health Promotion at Universidade Cesumar offers postdoctoral positions.

5. The Graduate Program Journal

Saúde e Pesquisa

The Journal **Saúde e Pesquisa** - ISSN 2176-9206 (On line) has been published since 2008 and aims to contribute to the dissemination of original research in Health Sciences, and for the tradition of research to encourage students and professors with their several and constant tasks, not only in their updates but in facing new professional knowledge required by the market economy requires.

6. Basic Curriculum

6.1 Master's degree

Courses/credits:

I. Mandatory courses:

1. Public Health Policies – 3 credits
2. Interdisciplinary research methods and practices – 3 credits
3. Health Promotion: conceptual, historical and environmental aspects - 4 credits

II. Elective courses

Courses elective by Research Fields:

1. Groups and social network – 2 credits
2. Eating Practices and physical activity in aging – 2 credits
3. Mobility and Motricity in aging – 2 credits
4. Active Aging – 2 credits
5. Technologies in Health Promotion – 2 credits
6. Education and Health – 2 credits

Basic electives courses:

1. Epidemiology and biostatistics applied to health promotion – 3 credits
2. Health Economics – 2 credits
3. Teaching practice in Higher Education – 3 credits

III. Interdisciplinary activities

1. Interdisciplinary activity I – 2 credits
2. Interdisciplinary activity II – 2 credits

6.2 Doctorate

Courses/credits:

I. Mandatory courses:

1. Planning and evaluation of health promotion interventions - 3 credits
2. Advanced topics in health promotion - 3 credits

II. Elective courses:

1. Applied ethics to health research - 2 credits
2. Health promotion information sources - 2 credits
3. Teaching practice in higher education - 3 credits
4. Active teaching and learning methodologies - 2 credits
5. Qualitative methods in health promotion research - 2 credits
6. Interdisciplinary practices in health promotion and quality of life - 2 credits
7. Health promotion and community action - 2 credits
8. Health promotion in vulnerable population groups - 2 credits
9. Special topics in health and society - 2 credits

7. International Cooperation

Coventry University (England)

Galway-Mayo Instituto de Tecnologia (Ireland)

Shinshu University (Japan)

Universidad de Guadalajara (Mexico)

Escola Superior de Enfermagem de Coimbra (Portugal)

Instituto Politécnico da Guarda – IPG (Portugal)

Escola Superior de Enfermagem do Porto – ESEP (Portugal)

Universidade do Porto (Portugal)

Harvard Business School – Institute for Strategy & competitiveness (USA)

High School Serviços Educacionais Ltda (USA)

Missouri State University (USA)

8. Correspondence

SECRETARY OF THE GRADUATE PROGRAM IN HEALTH PROMOTION

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