

Teaching Plan (January, 2017 to April, 2017)

Course Teacher: Prof Jyoti Kakkar

Advance Diploma in Public Health: Semester II

Course : Epidemiology, Indigenous medicine and Health Communication

Paper No: ADPH-SII-08

Week/Month	Unit 1: Fundamentals of Communication
Week 1/Jan 17	Introducing the paper UNIT I: Introduction to Epidemiology <i>Readings: R Riegelman (2010), R: Public Health 101 R B Wallace (2008): Public health & Preventive Medicine</i>
Week 2/ Jan	Measures of Causal Association, Disease Frequency <i>Readings: R Riegelman (2010), R: Public Health 101 R B Wallace (2008): Public health & Preventive Medicine</i>
Week 3/ Jan	Epidemiological Study Designs www.cdc.gov
Week 1/ Feb	Epidemiological Study Designs <i>Readings: www.cdc.gov(Internet)</i>
Week 2/ Feb	Prevention and Control of Communicable & Non-Communicable diseases <i>Readings: Park, K (2015): Preventive and Social Medicine, Bhanot</i>
Week 3/ Feb	Unit II: Indigenous medicine, concept, importance Typology of Indigenous medicine <i>Readings: Park, K (2015): Preventive and Social Medicine, Bhanot Ayush.gov.in(Internet)</i>
Week 4/ Feb	Evidence based Indigenous medicine Contemporary and emerging issues in practice of indigenous medicine <i>Readings: Ayush.gov.in (Internet)</i>
March 1- 31, 2017	Concurrent Field Work
Week 1/April	Unit III: Health Communication: concept, types and significance <i>Readings: Mc Kee and Others (2004): Strategic Communication in the HIV/AIDS Epidemic</i>
Week 2/ April	Mass Media; definition, types, significance <i>Readings: Readings: Mc Kee and Others (2004): Strategic Communication in the HIV/AIDS Epidemic</i>
Week 3/April	Health education, promotion, components, importance <i>Readings: Readings: Mc Kee and Others (2004): Strategic Communication in the HIV/AIDS Epidemic</i>
Week 4/April	Relevance of IEC <i>Readings: Readings: Mc Kee and Others (2004): Strategic Communication in the HIV/AIDS Epidemic</i>

Semester End Examination: 75 marks

Internal Assessment: Assignments and Skill Based Training: 25 marks