

Lecture No	031885																										
Subject title	Health System and Management			Subject ID	GP—b3307—L																						
Instructors	森田 彩子[MORITA Ayako]																										
Semester	Fall 2025	Level	1st year	Units	2																						
Course by the instructor with practical experiences	<p>Ayako Morita, Associate Professor, Department of Public Health Nobutoshi Nawa, Associate Professor, Department of Public Health Takeo Fujiwara, Professor, Department of Public Health Douglas Storey, Former Director for Communication Science & Research, Center for Communication Programs, Johns Hopkins Bloomberg School of Public Health</p> <p>Availability in English: All classes are taught in English. Key word: Public Health</p>																										
Lecture place	G-lab, 8F, M&D tower																										
Course Purpose and Outline	This class teaches how to promote change in health systems and people's behavior through health communication programs. Students will learn how to apply theory and research methods to the design, implementation, and evaluation of health communication programs.																										
Course Objective(s)	<p>By the end of the course, students are expected to be able to:</p> <ul style="list-style-type: none"> - Explain the steps in developing a communications program. - Describe research methods for developing, implementing, and evaluating campaigns - Develop communication messages and materials consistent with theory, data, and health communication strategies - Describe appropriate monitoring and evaluation techniques to assess the process and effectiveness during the course of a health communication program. - Plan and conduct surveys to measure knowledge, attitudes, and behaviors of campaign audiences before and after intervention and analyze data - Review and critically evaluate the design, implementation, and evaluation of communication programs 																										
Lecture plan	<table border="1"> <thead> <tr> <th>No</th> <th>Date</th> <th>Time</th> <th>Room</th> <th>Lecture theme</th> <th>Staff</th> <th>Learning objectives•Learning methods•Instructions</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>12/1</td> <td>08:50-10:20</td> <td>G-Lab</td> <td>Course Overview and Syllabus Review, Lecture & Discussion</td> <td>FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN</td> <td>Guest professor: Douglas Storey</td> </tr> <tr> <td>2</td> <td>12/1</td> <td>10:45-12:15</td> <td>G-Lab</td> <td>Lecture & Discussion "Structural Determinants of Health and Health Equity"</td> <td>FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN</td> <td>Guest professor: Douglas Storey</td> </tr> </tbody> </table>						No	Date	Time	Room	Lecture theme	Staff	Learning objectives•Learning methods•Instructions	1	12/1	08:50-10:20	G-Lab	Course Overview and Syllabus Review, Lecture & Discussion	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey	2	12/1	10:45-12:15	G-Lab	Lecture & Discussion "Structural Determinants of Health and Health Equity"	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
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3	12/1	13:30-15:00	G-Lab	Lecture & Discussion "Climate Change and Health"	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
4	12/1	15:25-16:55	G-Lab	Group breakout "Identifying the focus of policy brief or reseach proposal"	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
5	12/2	08:50-10:20	G-Lab	Group presentations, Lecture & Discussion "Formative research approaches"	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
6	12/2	10:45-12:15	G-Lab	Group breakout	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
7	12/2	13:30-15:00	G-Lab	Lecture & Discussion "Measurement and Assesments of Structural Factors"	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
8	12/2	15:25-16:55	G-Lab	Group breakout "Exploring methods and mesaurements for final paper"	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
9	12/4	08:50-10:20	G-Lab	Group presentations, Lecture & Discussion "Social norms, social cohesion, and social capital"	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
10	12/4	10:45-12:15	G-Lab	Group breakout	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
11	12/4	13:30-15:00	G-Lab	Lecture & Discussion "Intermediatry determinants of health"	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey

12	12/4	15:25–16:55	G-Lab	Group breakout (free preparation time)	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
13	12/5	08:50–10:20	G-Lab	Lecture & Discussion “Evaluation: correlations and attribution”	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
14	12/5	10:45–12:15	G-Lab	Group breakout “Evaluation planning”	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
15	12/5	13:30–15:00	G-Lab	Group breakout “Evaluation planning”	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey
16	12/5	15:25–16:55	G-Lab	Final Group presentations & Wrap-up	FUJIWARA Takeo, NAWA Nobutoshi, MORITA Ayako, NISHIMURA Hisaaki, YU PAR KHIN	Guest professor: Douglas Storey

Lecture Style

This course will consist of lectures and case-based class activities. Students are required to give a final presentation.

Course Outline

Refer to the course schedule

Grading System

Grades will be based on the following elements: Participation 20% In-Class Group Presentation 30% Personal Project Critique 10% Final Group Project Proposal 40%

Prerequisite Reading

Course materials will be introduced in class and will be made available on the web page.

Module Unit Judgment

2 units

Reference Materials

To be specified in the class.

Important Course Requirements

For students not in the MPH course, instructor’s permission is required before registering to the course. Please contact A/Professor Morita (morita.hlth@tmd.ac.jp) with a proof of your English proficiency (TOEFL iBT with a minimum score of 80 or IELTS with a minimum score of 6.5). Please fulfill the following form when you receive permission from Dr. Morita. <https://forms.office.com/r/xnqsvxRfWT>

Email

MORITA Ayako: morita.hlth@tmd.ac.jp