

**MAASTRICHT UNIVERSITY OMINAR
HEALTH COMMUNICATION AND HEALTH PROMOTION:
FROM THEORY TO PRACTICE
Tuesday, November 23 – Thursday, November 25, 2021**

Course Director: Hein de Vries, PhD
Co-Course Director: Ilse Mesters, PhD

SPEAKERS AND TOPICS:

Hein de Vries, PhD
*Maastricht University
Maastricht
The Netherlands*

Juliana Mejía Trujillo, PhD
*Corporación Nuevos Rumbos
Bogotá
Colombia*

Ilse Mesters, PhD
*Maastricht University
Maastricht
The Netherlands*

Topics:

- Health Promotion Planning
- Awareness
- Motivation
- Action Planning
- Health Counseling
- Motivational Interviewing
- HC
- Stakeholder Involvement
- Program Development
- eHealth
- Evaluation