

# Postgraduate Certificate

Communication and New Technologies in  
Public Health for Nursing



## Postgraduate Certificate Communication and New Technologies in Public Health for Nursing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/nursing/postgraduate-certificate/communication-new-technologies-public-health-nursing](http://www.techtute.com/us/nursing/postgraduate-certificate/communication-new-technologies-public-health-nursing)

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# 01

# Introduction

Industry 4.0 is completely revolutionizing nursing practice by providing professionals with digital tools with which to optimize communication, coordination and patient engagement. One example of this is online platforms, where users can interact with other individuals to share their experiences and even access health information. Given this reality, nurses need to acquire a deep knowledge about New Technologies in Public Health in order to provide excellent quality services. For this reason, TECH presents a revolutionary university program that brings together all the innovations that have taken place in this field. In addition, it is taught entirely in a convenient 100% online mode.





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*Through this 100% online Postgraduate Certificate, you will use the Information and Communication Technologies to use Health information effectively”*

Effective communication plays an essential role in the provision of Public Health services and the promotion of the welfare of the population. In this sense, new technologies are transforming the way in which relationships between health professionals and patients are established. In this regard, the World Health Organization indicates in a recent report that more than 80% of the world's population owns a cell phone. This presents significant opportunities for improving health communication, as well as for accessing clinical care services.

In this context, TECH is implementing a pioneering program in Communication and New Technologies in Public Health for Nursing. The academic itinerary will delve into the communicative processes, paying attention to factors such as the agents involved or the importance of the reliability of the information. Likewise, the syllabus will delve into the use of new technologies for the promotion of health, community development and the empowerment of community associations. Therefore, graduates will acquire advanced skills to design health education programs using digital tools and transmit information on disease prevention.

For this university degree, TECH has created a fully online educational environment, designed to meet the needs of professionals with busy schedules. In this way, nurses will be able to individually manage both their schedules and assessments. Furthermore, the teaching incorporates the revolutionary *Relearning* method, based on the repetition of key concepts to consolidate knowledge in an optimal way. The only thing professionals will need is an electronic device with Internet access to access the Virtual Campus and enjoy the most dynamic teaching materials on the market.

This **Postgraduate Certificate in Communication and New Technologies in Public Health for Nursing** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Public Health and Health Management
- ♦ The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*This program gives you the opportunity to update your knowledge in a real scenario, with the maximum scientific rigor of an institution at the forefront of technology"*

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*You will learn how to use the Internet of Things in subjects such as Epidemiology and Public Health”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

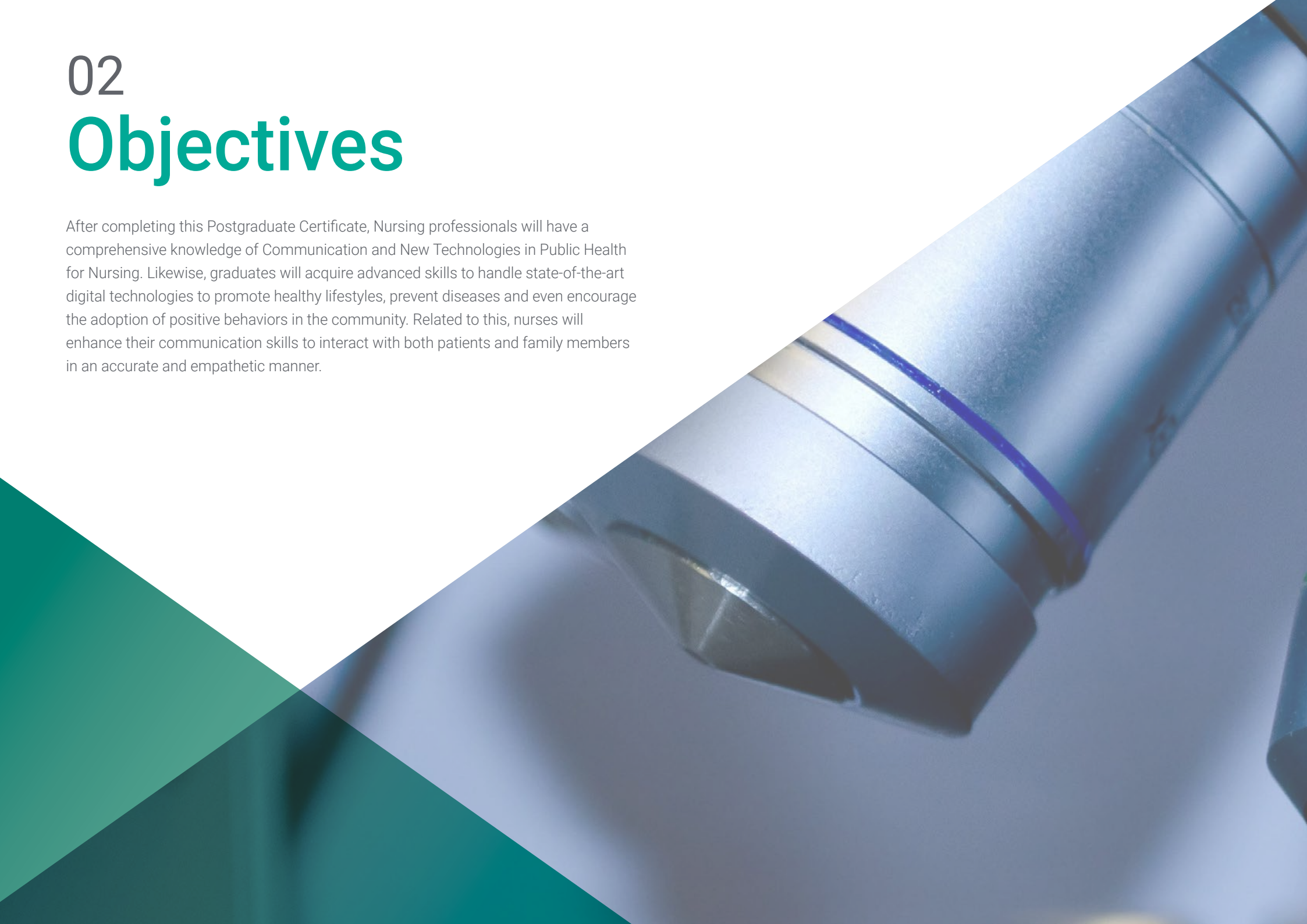
*Are you looking to incorporate state-of-the-art strategies to improve accessibility to accurate information into your nursing practice? Achieve it through this program.*

*TECH's characteristic Relearning system will allow you to learn at your own pace, without depending on external teaching conditions.*



# 02 Objectives

After completing this Postgraduate Certificate, Nursing professionals will have a comprehensive knowledge of Communication and New Technologies in Public Health for Nursing. Likewise, graduates will acquire advanced skills to handle state-of-the-art digital technologies to promote healthy lifestyles, prevent diseases and even encourage the adoption of positive behaviors in the community. Related to this, nurses will enhance their communication skills to interact with both patients and family members in an accurate and empathetic manner.







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*You will handle emerging tools such as the Internet of Things to optimize the quality of user care and workflows”*



## General Objectives

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- ♦ Develop a broad and comprehensive conceptual framework of the situation, challenges and needs of Public Health in the 21st century
- ♦ Examine the international and global framework of Public Health policies
- ♦ Determine the key factors for a correct communication in health crisis: crisis communication and communication crisis
- ♦ Identify the theoretical and methodological framework for evaluation in Public Health
- ♦ Identify the steps to be followed for disease assessment using epidemiological data
- ♦ Compile the research methodology related to disease surveillance
- ♦ Identify the main risk and protective factors in communicable and non-communicable diseases
- ♦ Analyze the importance of quality assessment of intervention studies
- ♦ Develop the fundamentals of clinical epidemiology, measurement of frequency and distribution of diseases
- ♦ Critically evaluate the efficacy and effectiveness of clinical interventions, pharmacological treatments, surgical interventions and prevention strategies
- ♦ Fundamentals of the principles of the epidemiological method
- ♦ Fundamentals of the principles of health promotion, social determinants of health, health-related behavioral theories, and strategies to promote healthy lifestyles and environments
- ♦ Analyze the main health risks for different vulnerable groups
- ♦ Implement a holistic and integrative vision in the impact assessment of environmental risks on health protection



*You will have access to didactic materials in different formats, such as explanatory videos or interactive summaries, for an enjoyable learning experience”*



## Specific Objectives

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- ♦ Analyze communication processes and their use in Public Health
- ♦ Evaluate the current presence of Public Health in the communication framework and develop strategies for its improvement
- ♦ Examine the different communication channels available for use in Public Health and define their use
- ♦ Substantiate the specific communication needs in crises with a health component and to establish the essential factors for their best implementation
- ♦ Identify the key points for the use of Social Media as a tool for knowledge and intervention in Public Health
- ♦ Examine the technological developments available for use in community health
- ♦ Evaluate the use, usefulness, risks and benefits of new technologies available in Public Health
- ♦ Present the general framework of the use and future possibilities of Artificial Intelligence in Public Health

03

# Course Management

In accordance with its premise of offering the most complete and updated university programs in the academic panorama, TECH carries out a rigorous process to form its teaching staff. For this Postgraduate Certificate, it brings together distinguished professionals in the field of Communication and New Technologies in Public Health. These specialists have a wide working background, where they have integrated recognized health entities. Therefore, they have designed multiple academic contents that stand out for their high quality and adaptation to the demands of today's labor market. Undoubtedly, an experience that will allow nurses to experience a leap in quality in their careers.





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*You will have the support of a teaching staff made up of distinguished professionals in Communication and New Technologies in Public Health for Nursing”*

## Management



### Dr. Camacho Parejo, Juan José

- General Director of Public Health at the Regional Ministry of Health of Castilla-La Mancha
- Director of the Center for Analysis, Documentation and Evaluation of Health Policies of SESCAM
- Director of Hospitals in the Health Care DG of SESCAM
- Medical Director at the Integrated Care Management of Talavera de la Reina.
- Deputy Medical Director at Nuestra Señora del Prado Hospital (Talavera de la Reina).
- Urologist at the Río Hortega Hospital, Jove Hospital (Gijón) and Nuestra Señora del Prado Hospital (Talavera de la Reina)
- Specialist in Urology
- Senior Management Program in the Health Sector, Administration/Management of Health Services, San Telmo University Business School
- Degree in Medicine and Surgery from the Complutense University of Madrid



### **Ms. Ruiz Redondo, Julia María**

- ◆ Coordinator of the National Working Group on Public Health 2.0 in the SEMG.
- ◆ Coordinator of the General Directorate of Public Health in the Ministry of Health of Castilla-La Mancha.
- ◆ Coordinator of the Regional Advisory Group on Immunization at the Regional Ministry of Health of Castilla-La Mancha.
- ◆ Nurse Inspector in the Management of Coordination and Inspection of Castilla-La Mancha in the SESCOAM.
- ◆ Nurse of Specialized Care in the Hospital Emergency Area at the General Hospital of Tomelloso.
- ◆ Master's Degree in Medical Management and Clinical Management by the UNED, ISCIII, National School of Health.
- ◆ Master's Degree in Vaccines from the Catholic University of San Antonio de Murcia.
- ◆ Master's Degree in Specialized Emergency Nursing Care, Critical Patient Area and Post-Anesthesia Care by the University of Valencia
- ◆ Master's Degree in Nursing Services Management from the UNED
- ◆ Senior Healthcare Management Program from San Telmo Business School
- ◆ Graduate in Nursing from the Catholic University of Avila
- ◆ Diploma in Nursing from the University of Jaén

# 04

## Structure and Content

Thanks to this program, nurses will have a solid understanding of the principles of communication, as well as its application in the field of public health. The syllabus will delve into the communicative processes in Public Health, paying attention to aspects such as the different agents involved or the importance of transparency. Likewise, the syllabus will delve into communication in crisis situations so that graduates will develop competencies to communicate accurately and clearly. The program will also analyze the use of emerging technologies, such as the Internet of Things or Artificial Intelligence, in clinical contexts.





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*You will make the most of digital platforms to develop health promotion and disease prevention programs”*

## Module 1. Communication and New Technologies in Public Health

- 1.1. Communication Processes: Transparency, Trust and Communication Strategies in the Mass Media in Public Health
  - 1.1.1. The Communication Process in Public Health
  - 1.1.2. Health Communication
  - 1.1.3. Agents of the Communication Process
- 1.2. Public Health Image, Reputation and Presence
  - 1.2.1. Image and Impact of Public Health
  - 1.2.2. Reputation, Trust and Reliability Importance in Effective Communication
  - 1.2.3. The Future of Public Health Image Post-COVID 19 Scenario and Actions for Improvement
- 1.3. Design of Effective Communication Strategies in Public Health
  - 1.3.1. Communication as a Tool for Public Health Policies, Programs and Interventions
  - 1.3.2. Reaction or Proaction: Communication Planning
  - 1.3.3. Objective, Message, Channels and Agents
- 1.4. Communication Channels: Analysis, Use and Evaluation in Healthcare
  - 1.4.1. Analysis of Health Communication Channels
  - 1.4.2. Strategies and Models of Use of the Different Channels: Segmentation, Scope, and Specific Use
  - 1.4.3. Preliminary Evaluation of the Different Channels and Evaluation of Interventions
- 1.5. Leadership and Communication Styles among Professionals: Coaching and Empowerment in Public Health
  - 1.5.1. Importance of Internal Communication Factors, Styles and Models
  - 1.5.2. Models of Training and Empowerment of Communication Between and by Health Professionals
  - 1.5.3. The Health Professional as the Axis of Communication: the White Coat Loudspeaker and its Particularities in Public Health
- 1.6. Communication in Crisis Situations for Public Health
  - 1.6.1. Crisis Communication and Communication Crisis
  - 1.6.2. Key Factors in Health Crisis Communication: Coping with Uncertainty
  - 1.6.3. Strategies and Agents The Role of the Spokesperson





- 1.7. Social Media Research and Strategy to Improve Accessibility to Truthful and Reliable Information Improving Health Literacy and Increasing Participation
  - 1.7.1. Health in Social Networks: Presence, Treatment and Impact
  - 1.7.2. Social Networks as an Element of Knowledge and Intervention in Health
  - 1.7.3. Disinformation and Health Hoaxes
- 1.8. Research and Use of New Technologies for the Promotion of Health, Community Development and Empowerment of Community Associations
  - 1.8.1. New Technologies as a Tool for Health Equity
  - 1.8.2. Threats and Risks of New Health Technologies
  - 1.8.3. Practical Applications
- 1.9. Quality Analysis: Contribution of New Technologies
  - 1.9.1. Technology Assessment: Objectives, Challenges and Tools
  - 1.9.2. Ethical Factors in the Application of New Technologies in Public Health
  - 1.9.3. Technological Acceleration: Planning in Innovation
- 1.10. Development of Internet of Things Projects in Epidemiology and Public Health and other Emerging Projects
  - 1.10.1. Internet of Things (IoT): Trade-off between Knowledge and Privacy
  - 1.10.2. Real-life Data and Real-time Data: Sources, Analysis, Processing and Use for Knowledge and Decision Making
  - 1.10.3. Artificial Intelligence in Public Health



*You will have at your disposal the most modern educational resources, with free access to the Virtual Campus 24 hours a day. Enroll now!"*

# 05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



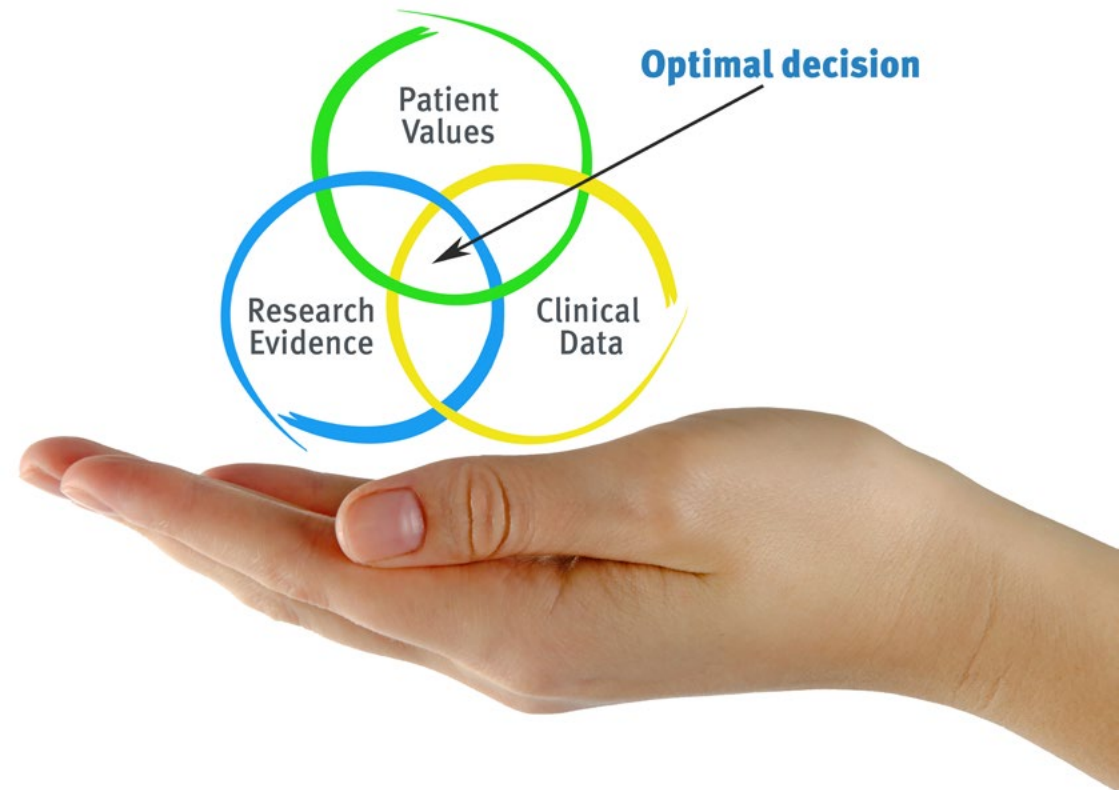
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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH Nursing School we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Nurses learn better, faster, and more sustainably over time.

*With TECH, nurses can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, in an attempt to recreate the real conditions in professional nursing practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Nurses who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process has a clear focus on practical skills that allow the nursing professional to better integrate knowledge acquisition into the hospital setting or primary care.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine case studies with a 100% online learning system based on repetition combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.



*The nurse will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



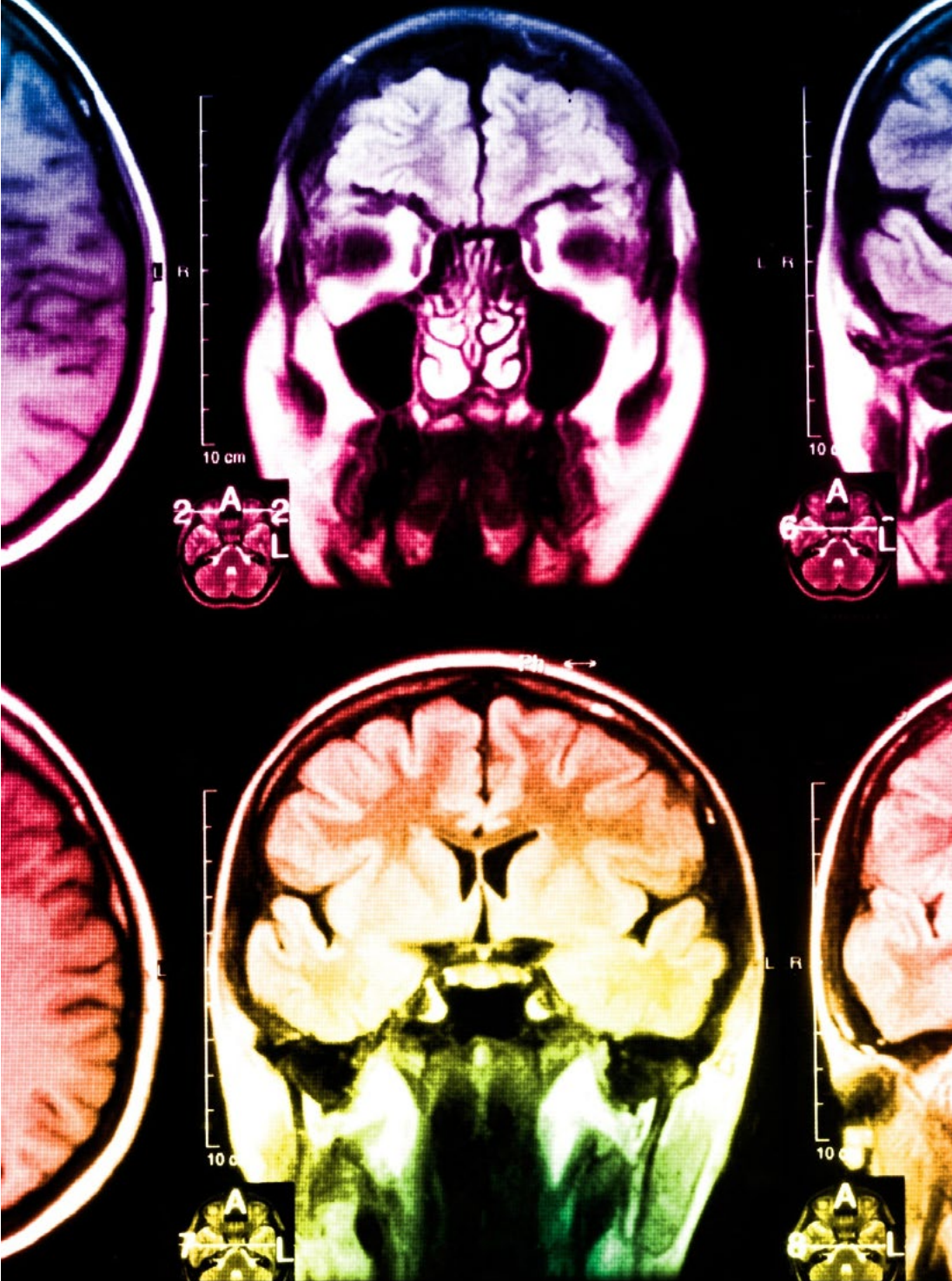
At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 175,000 nurses with unprecedented success in all specialities regardless of practical workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

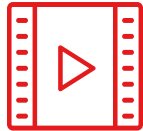
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is really specific and precise.

These contents are then adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high-quality pieces in each and every one of the materials that are made available to the student.



### Nursing Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch them as many times as you want.



### Interactive Summaries

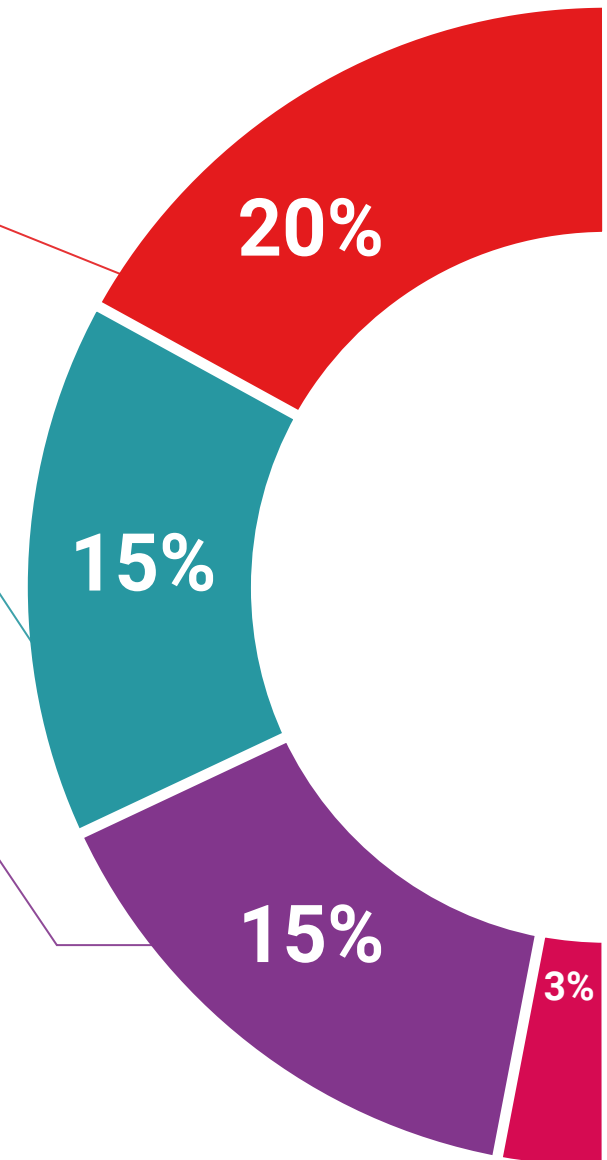
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

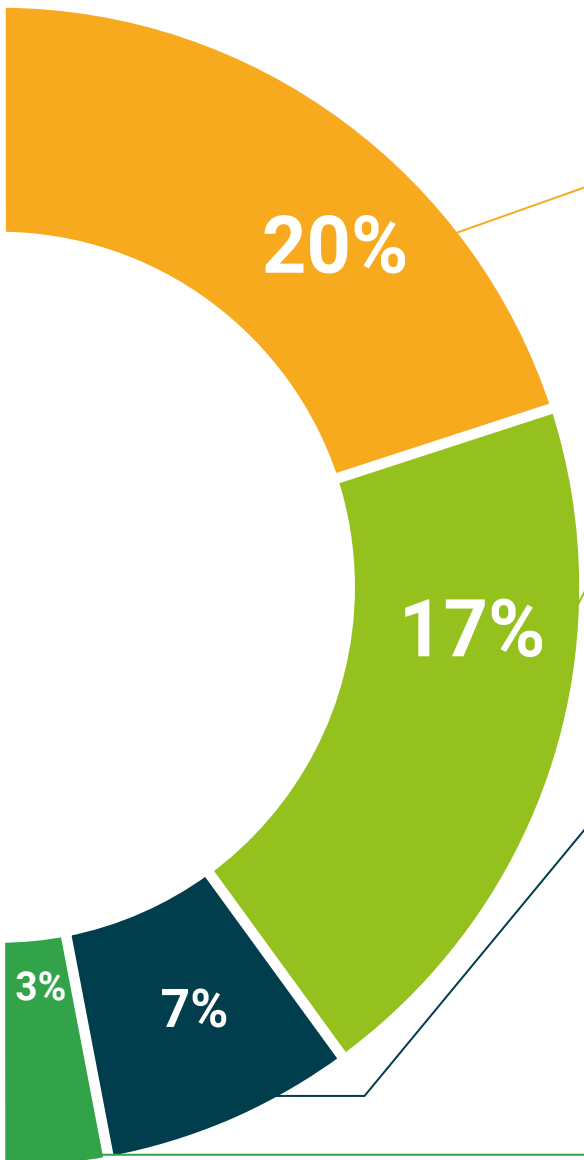
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### Testing & Retesting

The student's knowledge is periodically assessed and re-assessed throughout the program, through evaluative and self-evaluative activities and exercises: in this way, students can check how they are doing in terms of achieving their goals.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.  
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



# 06 Certificate

The Postgraduate Certificate in Communication and New Technologies in Public Health for Nursing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This private qualification will allow you to obtain a **Postgraduate Certificate in Communication and New Technologies in Public Health for Nursing** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Communication and New Technologies in Public Health for Nursing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
classroom



## Postgraduate Certificate Communication and New Technologies in Public Health for Nursing

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