

# Postgraduate Certificate Public Health



## Postgraduate Certificate Public Health

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

Website: [www.techtute.com/us/pharmacy/postgraduate-certificate/public-health](http://www.techtute.com/us/pharmacy/postgraduate-certificate/public-health)

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# 01

# Introduction

The World Health Organization estimates that more than half of the world's population lacks access to basic health services, and millions of people die each year from preventable diseases. In this regard, pharmacists play an important role in health promotion and protection. For example, they can offer advice on protection against pathologies through lifestyle changes (such as diet or exercise). Given this, it is essential that these professionals understand the global health landscape in order to contribute effectively to health education. For this reason, TECH is launching an innovative degree focused on this subject. Also, it is taught in a 100% online comfortable format.





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*Thanks to this Postgraduate Certificate, based on Relearning, you will design strategies to promote health and prevent diseases in the community, including the promotion of healthy lifestyles”*

Faced with the evolution of the health system and the changes in the needs of the population, Public Health has become an essential pillar of modern pharmaceutical practice. Professionals are not only providers of medicines, but also educators of the community in health matters. As such, pharmacists play an active role in areas such as health promotion, disease prevention and improving access to health care. However, pharmacy practice is constantly evolving due to new scientific discoveries, changes in treatment patterns in medical care. Therefore, pharmacists need to stay at the forefront of Public Health to offer high quality services.

In this framework, TECH presents a revolutionary Postgraduate Certificate in Public Health. The academic itinerary will analyze in detail the factors that influence health, from biological to social, economic and environmental. In this regard, the syllabus will delve into the most relevant and current determinants of health, bearing in mind its historical evolution and providing the basis for its future development. Similarly, the teaching materials will examine the models of international collaboration in health, highlighting their characteristics and their impact on public health on a global scale. The program will also address current public health policies at the international level, as well as the legal, regulatory and institutional framework that supports them. As a result, graduates will acquire skills to promote health and prevent disease in the community.

The program will provide pharmacists with a theoretical foundation, while at the same time enabling them to deal adequately with practical situations. All you will need is an electronic device with Internet access to access the Virtual Campus. In addition, this Postgraduate Certificate is based on the innovative pedagogical methodology of Relearning, which consists in the repetition of essential concepts to achieve a more effective knowledge acquisition.

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

- ◆ Development of practical case studies presented by experts in health sciences
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential 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



*Study from the comfort of your home and update your knowledge online with TECH Global University, the biggest online university in the world”*



*You will delve into the One Health approach to understand how health problems in one species can affect others, as well as the environment"*

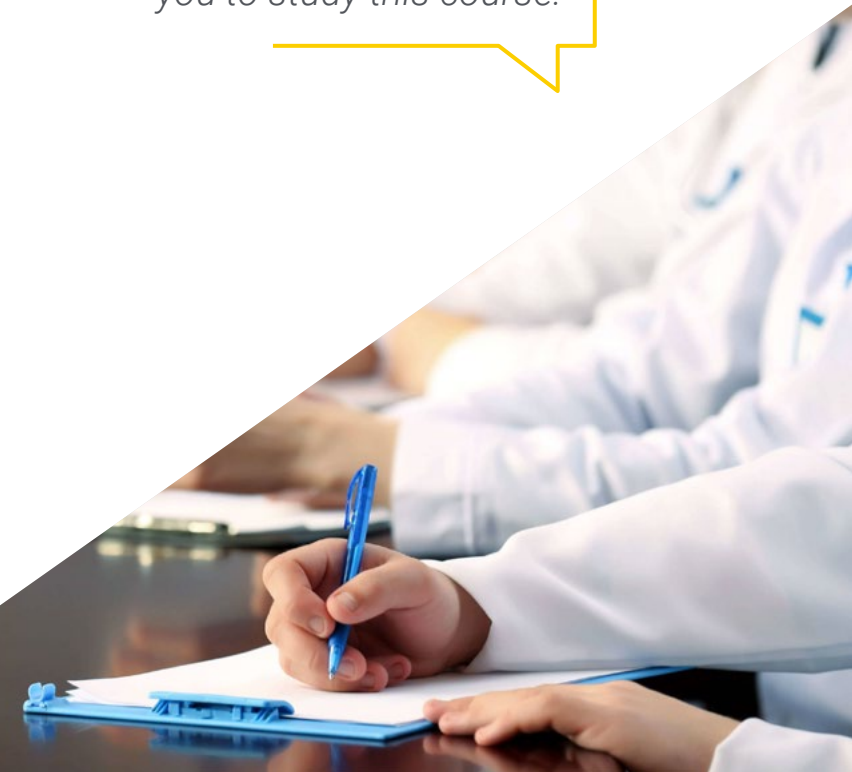
The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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 prepare for 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, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Do you want to incorporate the most avant-garde Public Health strategies to prevent diseases into your practice as a pharmacist? Get it with this program in only 180 hours.*

*TECH offers you an interactive video system which makes it easier for you to study this course.*



02

# Objectives

With this Postgraduate Certificate, pharmacists will have a holistic understanding of the principles of Public Health, including aspects such as epidemiology and health promotion. Graduates will also develop advanced skills to design and implement effective strategies for disease prevention in society. Therefore, professionals will design public health management programs that address specific health problems within the community.





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*You will incorporate into your practice effective strategies to promote health and prevent disease in the community, including both the promotion of healthy lifestyles and education on the appropriate use of medications.”*



## 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 proper health crisis communication: crisis communication and crisis of communication
- ♦ Identify the theoretical and methodological framework for Public Health evaluation
- ♦ 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 noncommunicable diseases
- ♦ Analyze the importance of assessing the quality 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
- ♦ Substantiate the principles of the epidemiological method
- ♦ Substantiate the health promotion principles, social determinants of health, health-related behavioral theories, and strategies to promote healthy lifestyles and health-promoting environments
- ♦ Analyze the main health risks for different vulnerable groups
- ♦ Implement a holistic and integrative vision in the assessment of the impact of environmental risks on health protection





## Specific Objectives

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- ◆ Establish health as an integral and global concept and define the factors that influence it
- ◆ Establish the health determinants of greatest relevance in the current situation, historical evolution and lay the foundations for their future development
- ◆ Analyze the current models of international collaboration in health and their characteristics
- ◆ Examine the interactions between health, the health system, the environment and the social system
- ◆ Analyze current public health policies at the international level
- ◆ Review the legal, regulatory and institutional framework for health at the international level
- ◆ Recognize the political and governance functions, insurance and provision of public health services in any health system
- ◆ Determine the set of professional competencies required to work in public health services
- ◆ Incorporate the organizational perspective to the main challenges in Public Health, specifically climate change and pandemic
- ◆ Specify the objectives and evaluate the health impact of health and non-health interventions



# 03

# Course Management

TECH's philosophy is based on making available to anyone the most complete and updated programs in the academic panorama. To achieve this, it carries out a rigorous process to constitute its teaching staff. Thanks to this, this Postgraduate Certificate has the participation of distinguished professionals specialized in Public Health. These experts not only have a broad knowledge of this subject, but also have a wide working background in recognized health entities. In this way, they have created teaching content of excellent quality that will help pharmacists to experience a significant leap in professional quality.





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*Get up to date in Public Health by the best experts in the field. Launch your professional career with TECH!”*



## Management



### Dr. Camacho Parejo, Juan José

- General Director of Public Health at the Ministry of Health of Castilla-La Mancha
- Director of the Center for Analysis, Documentation and Evaluation of Health Policies of the SESCAM
- Director of Hospitals in DG Health Care 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 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
- ◆ Specialized Care Nurse in the Hospital Emergency Area at the General Hospital of Tomelloso
- ◆ Master's Degree in Medical Management and Clinical Management by UNED, ISCIII, National School of Health
- ◆ Master's Degree in Vaccines from the Catholic University of Murcia
- ◆ Master's Degree in Specialized Emergency Nursing Care, Critical Care and Post-Anesthesia from the University of Valencia
- ◆ Master's Degree in Nursing Services Management from the UNED
- ◆ Senior Healthcare Management Program, San Telmo Business School
- ◆ Graduate in Nursing from the Catholic University of Ávila
- ◆ Diploma in Nursing from the University of Jaén

04

# Structure and Content

Through this program, pharmacists will have a solid understanding of the fundamentals of Public Health. The curriculum will delve deeper into the 2030 Agenda and the Sustainable Development Goals, which will provide graduates with a framework to address challenges in areas such as health or reducing inequalities. The curriculum will also delve into international collaboration in health, as well as the interactions between health, the health system, the environment and the social system. Also, the program will analyze Public Health policies at the international level, as well as the legal and regulatory framework that governs them.





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*You will be qualified to plan, implement and evaluate Public Health programs that address specific community problems”*



## Module 1. Public Health in the 21st Century

- 1.1. Health, a Global Public Asset
  - 1.1.1. Health: Concept, Limitations of Definitions and Evolution
  - 1.1.2. Health of the Individual, Public Health and Social Health
  - 1.1.3. Health in a Globalized World: Opportunities and Threats
- 1.2. Health Determinants: Past, Present and Future
  - 1.2.1. Models: Health Field, Social Determinants, Social Determination
  - 1.2.2. Structural, Intermediate and Proximal Determinants
  - 1.2.3. Health Determinants in the 21st Century: New Perspectives
- 1.3. Collaborative Culture at the International Level
  - 1.3.1. Structures and Institutions
  - 1.3.2. The Impulse of NGOs: Collaboration Channels and Weaknesses
  - 1.3.3. The Role of Private Actors in International Health Collaboration
- 1.4. Health and Sustainable Development
  - 1.4.1. Agenda 2030 and Sustainable Development Goals
  - 1.4.2. Health beyond SDG 3
  - 1.4.3. One Health: One Concept, One Voice, One Policy
- 1.5. New Profiles in Public Health (PH): Human Resources
  - 1.5.1. Data and Communication
  - 1.5.2. New Professional Profiles in PH: Technological, Social and Ethical
  - 1.5.3. Public Administrations Facing the Challenge of the New Profiles
- 1.6. Current Public Health Policies
  - 1.6.1. Public Health Strategies
  - 1.6.2. Public Health and Environmental Challenges
  - 1.6.3. Public Health in the Information Society
- 1.7. Public Health Impact Interventions
  - 1.7.1. Health Impact Assessment
  - 1.7.2. Decision Making and Prioritization of Interventions: Budgetary, Social and Ethical Aspects
  - 1.7.3. Success Stories





- 1.8. International Public Health Projects in Endemic Areas, Outbreaks and Epidemics
  - 1.8.1. Health Surveillance Strategies in the 21st Century
  - 1.8.2. The COVID19 Pandemic: A Before and After or Just a Temporary Change?
  - 1.8.3. International Collaboration in this Context
- 1.9. Management, Financing and Leadership in Public Health
  - 1.9.1. Public Health Management Models: Health Authority and Provision
  - 1.9.2. Agencies, Centers and Institutes
  - 1.9.3. Public Health Budgets: Decision Making and Management
- 1.10. Legal Aspects at the International Level in the Context of Public Health
  - 1.10.1. International Standards
  - 1.10.2. Right to Health: Perspective and Comparison
  - 1.10.3. International Health Regulations (IHR)

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*You will have unrestricted access to all the contents of the Virtual Campus and you will be able to download them so that you can consult them whenever and wherever you need them. 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 we use the Case Method

What should a professional do in a given situation? Throughout the program, students will be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gervas, 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, attempting to recreate the actual conditions in a pharmacist's professional 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. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
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.

Our University is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



*Pharmacists 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, more than 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

*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 created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

These contents are then applied to the 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.



### Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better 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 unique multimedia content presentation training system 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, we will present you with real case developments in which the expert will guide you through focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



### Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as 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 Public Health 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 Public Health** 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 Public Health**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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