

# Postgraduate Certificate

Psychological Strategies and  
Intervention for Health Promotion



## Postgraduate Certificate Psychological Strategies and Intervention for Health Promotion

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

Website: [www.techtitute.com/us/psychology/postgraduate-certificate/psychological-strategies-intervention-health-promotion](http://www.techtitute.com/us/psychology/postgraduate-certificate/psychological-strategies-intervention-health-promotion)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

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*p. 28*

# 01

# Introduction

People's mental health has deteriorated in recent years due to socioeconomic crises and a high level of competitiveness, which have highlighted the importance of implementing health promotion policies. Faced with this imperative need, the psychology professional plays a fundamental role, so this 100% online program was created with the aim of deepening in health psychology by providing students with the latest content around the applications of the promotion of psychological well-being. All this with multimedia didactic material that will be available at any time of the day.





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*A university program aimed at psychology professionals who are looking for a quality education compatible with other areas of their working life"*

A population with a longer life expectancy wrapped in a climate of job uncertainty, socioeconomic or personal problems in a fast-paced world require not only physical care, but also mental care to cope in such a frenetic world. The psychology professional has seen how the number of patients with anxiety, stress or depression crises has increased, making psychological strategies and interventions for the promotion of health indispensable.

This Postgraduate Certificate is aimed primarily at psychology professionals seeking to update their knowledge in this field through a teaching in which you can delve into the protective, risk and differential factors or theories such as the threshold, and the most relevant studies and authors around the eustres. All this with a multimedia didactic material that will allow you to go deep into psychoimmunology, in the theoretical foundations and applications of the promotion of physical health and psychological well-being.

An opportunity offered by TECH to all psychology professionals who decide to pursue a program in a comfortable way, wherever and whenever they want. They will only need an electronic device (laptop, mobile or tablet) with which they can access the entire syllabus 24 hours a day. In this way, they will be able to distribute the teaching load according to their needs and make their professional responsibilities compatible and/or personal with an education that is at the academic forefront.

This **Postgraduate Certificate in Psychological Strategies and Intervention for Health Promotion** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Practical cases presented by experts in Psychology
- ♦ 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



*Access to future research lines that address the most relevant models within health psychology"*

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*In 6 weeks, this Postgraduate Certificate provides you with the updated knowledge in health promotion that you were looking for”*

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

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive training programmed to train in real situations.

The design of this program focuses on Problem-Based Learning, in which the professional will have to try to solve the different professional practice situations that will arise throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*A university program that will allow you to comfortably access the entire syllabus wherever and whenever you want.*

*An academic program that will allow you to keep up to date with the most relevant authors in the field of Euestres.*



# 02

# Objectives

At the end of the 6-week course, the psychology professional will have acquired a renewed knowledge of intervention strategies for health promotion. An update that will allow them to keep abreast of the latest developments in health psychology and the different factors that can modulate the promotion of health. The specialized readings provided by the expert teaching team in this subject will be of great help in achieving their goals.







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*It delves into stress as a differential factor and the rest of the risk factors that affect people's mental health"*



## General Objectives

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- ♦ Acquire complete and comprehensive education in Clinical and Health Psychology
- ♦ Provide the students with the conceptual and theoretical knowledge of Clinical and Health Psychology
- ♦ Differentiate illness from health
- ♦ Know the psychological models in clinical and health Psychology
- ♦ Conduct psychological evaluations
- ♦ Design prevention protocols for health psychology and health promotion
- ♦ Know the aspects that affect clinical practice
- ♦ Manage the knowledge, skills, techniques, resources, and strategies needed to perform clinical practice
- ♦ Understand professional guidelines for good practice within the psychology profession





## Specific Objectives

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- ◆ Know the basis of strategies and intervention to promote health
- ◆ Contextualize the birth of health psychology
- ◆ Identify the different factors that can change the promotion of health

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*A Postgraduate Certificate with which you will be able to be aware of the most used strategies for health promotion"*

# 03

## Course Management

TECH is continually committed to academic excellence. For this reason, each of its programs has teaching teams of the highest reputation. These experts have extensive experience in their professional fields and, at the same time, have achieved significant results with their empirical research and fieldwork. In addition, these specialists play a leading role within the university qualification, as they are in charge of selecting the most up-to-date and innovative content to be included in the syllabus. In addition, they participate in the elaboration of numerous multimedia resources of high pedagogical rigor.





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*The teaching materials of this program, elaborated by these specialists, have contents that are completely applicable to your professional experiences”*

## International Guest Director

Dr. Bunmi Olatunji has a long career in research in the area of Psychology, and his main area of study focuses on Cognitive Behavioral Theory and Anxiety Disorder Therapy. In his position as Director of Clinical Training in the Department of Psychological Sciences, at Vanderbilt University, he has examined the role of basic emotions, with one of his main lines of study being the relationship between the experience of disgust and the specific symptoms of anxiety disorder.

Throughout his professional career, he has published more than 160 articles in scientific journals and book chapters specialized in Psychology. In addition, he has participated in more than 100 conferences on this subject. In fact, his relevant contributions have positioned him as a reference in this area of study. For this reason, he has received several awards, such as the Distinguished Scientist Award from the American Psychological Association.

In addition, Dr. Bunmi Olatunji has delved into the analysis of anxiety and behavioral changes. In particular, he has conducted a study in which he has observed the psychological predictors of anxiety and fear of contagion during the Swine Flu pandemic. Moreover, he has conducted research on obsessive-compulsive disorders and post-traumatic stress disorders in war veterans.

As a leading specialist in this field of study, he is on the editorial board of several journals, such as the International Journal of Cognitive Therapy and the Journal of Obsessive-Compulsive and Related Disorders. In this way, his commitment to excellence has been key in his career, disseminating his findings. In particular, his abilities to contribute to advances in clinical care and treatment of psychological conditions affecting individuals stand out.



## Dr. Olatunji, Bunmi

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- Director of Clinical Training at Vanderbilt University, Nashville, United States
- Clinical Therapist
- Researcher specialized in Clinical Psychology
- Associate Editor of the Journal of Consulting and Clinical Psychology
- Ph.D. in Clinical Psychology from the University of Arkansas
- Graduate in Psychology from the University of Wisconsin-Stevens Point

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*Thanks to TECH, you will be able to learn with the best professionals in the world”*

# 04

## Structure and Content

The Relearningsystem, used by TECH in all its programs, will allow the psychology professional to deepen in the Psychological Intervention for Health Promotion, while reducing the amount of study hours that are usually invested in other similar types of teachings. This will allow students to delve deeper in a much more agile way, consolidating all the concepts in a more natural and progressive way. In this way, the students will be introduced to the emergence of health psychology, the different factors, explanatory modeling, psychoimmunology or the different approaches to the promotion of physical and mental health. The video summaries, interactive diagrams or real clinical cases will be very useful for the psychology professional to renew his knowledge.





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*Delve into the theoretical foundations and applications of physical health promotion with innovative multimedia content "*

## Module 1. Strategies and Psychological Intervention for Health Promotion

- 1.1. Emergence of Health Psychology
  - 1.1.1. Contextualization of the Birth of Health Psychology
  - 1.1.2. First Works and Most Relevant Authors
- 1.2. Protective Factors
  - 1.2.1. Introduction to Protective Factors
  - 1.2.2. Classification and Definition
- 1.3. Risk Factors
  - 1.3.1. Introduction to Risk Factors
  - 1.3.2. Classification and Definition
- 1.4. Stress as a Differential Factor
  - 1.4.1. Definition of Stress
  - 1.4.2. Lazarus' Research
- 1.5. Eustress
  - 1.5.1. Definition and Concept of Stress
  - 1.5.2. Biological Bases
  - 1.5.3. Relevant Works and Authors
- 1.6. Threshold Theory
  - 1.6.1. Theoretical Foundation of the Threshold Theory
  - 1.6.2. Most Relevant Authors
- 1.7. Psycho-Immunology
  - 1.7.1. Theoretical Foundation of Psychoimmunology
  - 1.7.2. Most Relevant Authors
  - 1.7.3. Current Importance
- 1.8. Explanatory Models
  - 1.8.1. Most Relevant Models Within Health Psychology
  - 1.8.2. Current and Future Studies
- 1.9. Theoretical Foundation and Application of Physical Health Promotion
  - 1.9.1. Conceptualization
  - 1.9.2. Focus (Individual, Interpersonal and Community)
- 1.10. Theoretical Foundation and Application of Psychological Well-Being Promotion
  - 1.10.1. Conceptualization of Well-Being
  - 1.10.2. Well-Being-Health Relationship
  - 1.10.3. Well-Being Promotion (Foundations and Strategies)





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*A university program that gives you the opportunity to stay abreast of the latest advances in wellness promotion”*

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 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. Specialists learn better, faster, and more sustainably over time.

*With TECH the psychologist experiences 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, trying to recreate the real conditions in the psychologist'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. Psychologists who follow this method not only master the assimilation of concepts, but also develop their mental capacity by means of exercises to evaluate real situations and apply their knowledge.
2. Learning is solidly translated into practical skills that allow the psychologist to better integrate knowledge into clinical practice.
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 is a real revolution compared to the simple study and analysis of cases.

*The psychologist 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).

This methodology has trained more than 150,000 psychologists with unprecedented success in all clinical specialties. 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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 our 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 highly specific and precise.

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.



#### Latest Techniques and Procedures on Video

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current psychology. 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 the videos as many times as you like.



#### 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**

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 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 Psychological Strategies and Intervention for Health Promotion 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 program will allow you to obtain your **Postgraduate Certificate in Psychological Strategies and Intervention for Health Promotion** 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** title 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 Psychological Strategies and Intervention for Health Promotion**

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



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