

# Behavioral Sciences

Code: 31-3312      1st year      2units  
Course ID: GP-b3312L

## 1. Instructor(s)

Ayako Morita, Associate Professor (Career Track), Department of Global Health  
Takeo Fujiwara, Professor, Department of Global Health (Chair)  
Tsuyoshi Okuhara, Associate Professor, The University of Tokyo  
Kota Katanoda, Chief, Division of Cancer Statistics Integration, National Cancer Center, Center for Cancer Control and Information Services  
Masamitsu Kamada, Lecturer, Graduate School of Medicine, The University of Tokyo  
Yoshitake Takebayashi, Lecturer, Fukushima Medical University  
Nobutoshi Nawa, Associate Professor, Department of Global Health  
Satomi Doi, Assistant Professor, Department of Health Policy

## 2. Classroom/Lab

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## 3. Course Purpose and Outline

### Course Purpose

This course has been designed to provide students with a conceptual grounding in theoretical approaches and hot research topics in health behaviors.

### Outline

This course provides students with basic knowledge and skills needed to understand individual, group, and community behaviors and change processes in cross-cultural contexts in order to design health promoting behavioral interventions.

## 4. Course Objective(s)

Upon successfully completing this course, students will be able to apply theories and models in diagnosing community and designing effective public health intervention.

## 5. Format

Lectures, readings and case-studies

## 6. Course Description and Timetable

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## 7. Grading System

Grades will be based on the following elements:  
Participation 20%  
Course assignment 80% (part I 30%, part II 50%)

## 8. Prerequisite Reading

Reading materials are available online at the course webpage. Students are recommended to read the materials before the corresponding lectures.

## **9. Reference Materials**

To be specified in the class.

## **1 0. Important Course Requirements**

For students not in the MPH course, instructor's permission is required before registering to the course.

## **1 1. Availability in English**

All classes are taught in English.

## **1 2. Office hours**

Please contact Dr. Morita ([morita.hlth@tmd.ac.jp](mailto:morita.hlth@tmd.ac.jp)) or Dr. Doi ([doi.hlth@tmd.ac.jp](mailto:doi.hlth@tmd.ac.jp))

## **1 3. Note(s) to students**

Guidance on the course assignments will be given during the lecture No.1

Schedule

No	Day	Time	Topics / Venue	Instructor
1	October 21, 2024	8:50-10:20	<u>Lecture:</u> Theories and Models of Behavioral Change (G-lab, M&D Tower 8F)	Ayako Morita
2		10:30-12:00	<u>Case and group activity:</u> Developing theory-informed health behavior change: preparation (G-lab, M&D Tower 8F)	Takeo Fujiwara Ayako Morita Satomi Doi Nobutoshi Nawa
3		13:00-14:30	<u>Lecture:</u> Social Networks and Social Support in Promoting Health (G-lab, M&D Tower 8F)	Ayako Morita
4		14:40-16:10	<u>Lecture:</u> Mass Health Communication (G-lab, M&D Tower 8F)	Tsuyoshi Okuhara
5	October 22, 2024	8:50-10:20	<u>Lecture:</u> Health Behavior Change Intervention in Practice (G-lab, M&D Tower 8F)	Yoshitake Takebayashi/Satomi Doi
6		10:30-12:00		
7		13:00-14:30	<u>Lecture:</u> Tobacco Control (G-lab, M&D Tower 8F)	Kota Katanoda
8		14:40-16:10		
9	October 23, 2024	8:50-10:20	<u>Lecture:</u> Population strategies for promoting physical activity: Social marketing and gamification techniques (G-lab, M&D Tower 8F)  <u>Case and group activity:</u> Population strategies for promoting physical activity: Social marketing and gamification techniques (G-lab, M&D Tower 8F)	Masamitsu Kamada
10		10:30-12:00		
11		13:00-14:30		
12		14:40-16:10		
13	October 25, 2024	8:50-10:20	Case and group activity: Course overview --> Developing theory-informed health behavior change: preparation (G-lab, M&D Tower 8F)	Takeo Fujiwara Ayako Morita Satomi Doi Nobutoshi Nawa
14		10:30-12:00		
15		13:00-14:30	<u>Case and group activity:</u> Developing theory-informed health behavior change: presentation (G-lab, M&D Tower 8F)	