

Behavioral Sciences

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

1. Instructor(s)

Ayako Morita, Associate Professor, Department of Public Health
Satomi Doi, Assistant Professor, Department of Health Policy
Takeo Fujiwara, Professor, Department of Public Health (Chair)
Nobutoshi Nawa, Professor, Department of Global Health Entrepreneurship
Yoshitake Takebayashi, Lecturer, Fukushima Medical University
Tsuyoshi Okuhara, Associate Professor, The University of Tokyo

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

This four-day course will consist of lectures, discussion, breakout sessions for group work and daily group presentations of the previous day's group work, and individual works.

6. Course Description and Timetable

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7. Grading System

Grades will be based on the following elements:

Participation 20%

Individual assignment #1 30%

Individual assignment #2 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.

10. Important Course Requirements

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

11. Availability in English

All classes are taught in English.

12. Office hours

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

13. 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 20, 2025	8:50-10:20	<u>Lecture:</u> Theories and Models of Behavioral Change (G-lab, M&D Tower 8F)	Ayako Morita
2		10:45-12:15	<u>Group activity #1:</u> Developing a theory-informed behaviour change interventions "Who needs to do what, differently? Which barriers and enablers need to be addressed?" (G-lab, M&D Tower 8F)	Takeo Fujiwara Ayako Morita Satomi Doi Nobutoshi Nawa
3		13:30-15:00	<u>Lecture:</u> Health Behavior Change Intervention in Clinical Practice (G-lab, M&D Tower 8F)	Yoshitake Takebayashi
4		15:25-16:55	<u>Lecture:</u> Mass Health Communication (G-lab, M&D Tower 8F)	Tsuyoshi Okuhara
5	October 21, 2025	8:50-10:20	<u>Lecture:</u> Tobacco Control (G-lab, M&D Tower 8F)	Kota Katanoda
6		10:45-12:15		
7		13:30-15:00	<u>Lecture:</u> Population strategies for promoting physical activity: Social marketing and gamification techniques (G-lab, M&D Tower 8F)	Masamitsu Kamada
8		15:25-16:55		

9	October 23, 2025	8:50-10:20	<u>Lecture:</u> Role of social networks and social support in promoting health (G-lab, M&D Tower 8F)	Takeo Fujiwara Ayako Morita Satomi Doi Nobutoshi Nawa
10		10:45-12:15	<u>Group activity #2:</u> Developing a theory-informed behaviour change interventions "Which intervention components could overcome the modifiable barriers and enhance the enablers?" (G-lab, M&D Tower 8F)	
11		13:30-15:00	<u>Lecture & Group activity #3:</u> Strategic persuasive communication - how to communicate with key persons in the fields 1 (G-lab, M&D Tower 8F)	Satomi Doi
12		15:25-16:55		
13	October 24, 2025	8:50-10:20	<u>Group activity #4 & 5: Time to finalize presentation</u> (G-lab, M&D Tower 8F)	Takeo Fujiwara Ayako Morita Satomi Doi Nobutoshi Nawa
14		10:45-12:15		
15		13:30-15:00	<u>Individual presentation</u> (G-lab, M&D Tower 8F)	