



School of Health Professions



Bachelor degree in

**Health Promotion
and Prevention**

**Bachelor of
Science**

BSc

An exciting profession with a promising future

There is greater interest than ever in health promotion and prevention as well as a greater need for it. The combination of more chronic diseases and psychological stress, an ageing population, the increasing number of socially disadvantaged people and the limitations of traditional medicine mean that we must revise our thinking about health and redesign the health sector. How do we sustain and improve the health potential of as many people as possible and encourage them to adopt healthy lifestyles? What are the requirements for good public health? These are the kinds of major societal questions that health promotion specialists attempt to address. They develop measures and programmes for a range of age groups and populations, organisations and companies with the aim of bolstering health and preventing disease.



Health promotion specialists seek to maintain and enhance public health. They devise projects and programmes that encourage and sustain healthy behaviours and healthy living conditions. They promote a balanced lifestyle by advocating more exercise, a better diet and stress management techniques among other things, and work with populations ranging from the very young to the elderly, in nurseries and sports clubs, in the workplace and with families and young people.

Our bachelor degree programme will prepare you to enter this multi-faceted profession and give you the skills you will need for any career path in health promotion and prevention. You will acquire the requisite theoretical knowledge at the university and get a taste of the realities of working in this field through visits to institutions and an internship. The programme leads to a Bachelor of Science degree and a professional qualification.

We look forward to welcoming you to our programme.

Karin Nordström, Matthias Meyer

Co-Heads of the BSc degree programme
in Health Promotion and Prevention

A variety of career prospects

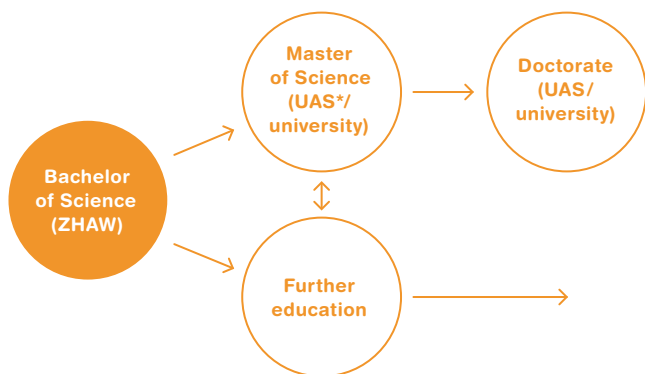
Strong demand from public and private institutions

Health promotion specialists work for foundations, associations, non-profit organisations, government agencies, advisory centres (such as the Swiss Council for Accident Prevention or the Swiss Cancer League), prevention offices or in corporate health management. They also find employment in sports centres, as well as wellness and leisure facilities.

After acquiring the necessary professional experience and further training, there are also career prospects in management or as self-employed specialists. Teaching and research are other options.

A strong foundation for career development

A Bachelor of Science in Health Promotion and Prevention will open up a host of career opportunities. You may take a variety of further education courses to specialise in a specific field or pursue an academic career via a Master's degree.



Professional employment in health promotion and prevention

Specialisation/leadership/ research/teaching

University degree and professional qualification

Part-time or full-time studies

You can complete the programme as a part-time or a full-time student.

All of your academic achievements will be awarded ECTS points (European Credit Transfer and Accumulation System), ensuring that your degree will be recognised across Europe. The entire programme consists of 180 ECTS points, one point representing approximately 30 hours of work.

Skills in seven roles

Over the course of your studies you will acquire skills in seven different roles:

- As an expert you are responsible for managing the planning, implementation and quality assurance of population-based interventions;
- As a communicator you address different peer groups about health promotion and prevention;
- As a team player you actively engage and work with an interprofessional team;
- As a manager you implement interventions on a scientific basis and evaluate their effectiveness;
- As a health advocate you use appropriate strategies to promote equal opportunities regarding health;
- As a learner and a teacher you are committed to developing, transferring and applying knowledge;
- As a member of the profession you continually assess your own practical experience and contribute to the professionalization of your chosen field.



Entire programme: 3 years /180 ECTS points

You will find a diagram of the part-time options on our homepage:
zhaw.ch/gesundheit/bachelor/gesundheitsfoerderung

Modular programme structure

Different areas of study

Professional modules

You will acquire a sound knowledge of the basics of health promotion and prevention from disciplines such as sociology, psychology and epidemiology. You will learn about the personal, societal, economic and cultural factors influencing health and disease. You will also consider how the health chances of at-risk populations can be improved and the role played by health policy and health legislation. The programme further teaches public communication methods and conversation techniques, project and quality management and practice-oriented research methodologies (e.g. interview techniques, data analysis, evaluations).

Interprofessional modules

You will study interprofessional modules alongside colleagues from other degree programmes at the School of Health Professions.

Work experience

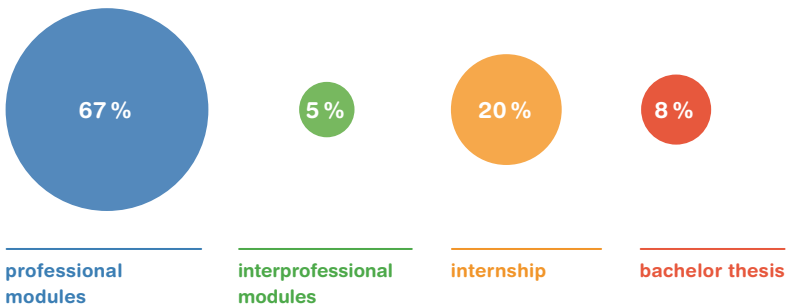
You will gain insight into professional practice from visiting institutions and by talking to professionals. An internship at the end of your course will enable you to acquire work experience of your own.

Bachelor thesis

You will work on a topic related to your chosen profession using scientific methods.

A variety of learning techniques

The programme comprises approximately 40% in-class lectures and seminars and 60% private study.



Study areas as a percentage of the entire programme.

Admission requirements

Formal prerequisites

The BSc degree programme in Health Promotion and Prevention is intended for people interested in a scientific and practice-oriented qualification. The following qualifications grant you access to the programme: federal vocational baccalaureate, federal specialised baccalaureate, high school baccalaureate.

Potential applicants must demonstrate that they have a minimum of twelve months' practical work experience. For instance, we accept internships in the healthcare sector or work experience as a camp guide (e.g. youth and sports camps). In some cases, we also recognise qualifications and experience acquired during an applicant's previous education and professional activities.

Two-part aptitude assessment

- Part I: Written cognitive test
- Part II: Oral and written tests regarding social skills

Three-stage admissions process

1. Apply for the compulsory aptitude assessment
2. Complete the two-part aptitude assessment
3. If your application is successful, register for the course

Dates and fees

Deadline for applications: April

Aptitude assessment: February – April

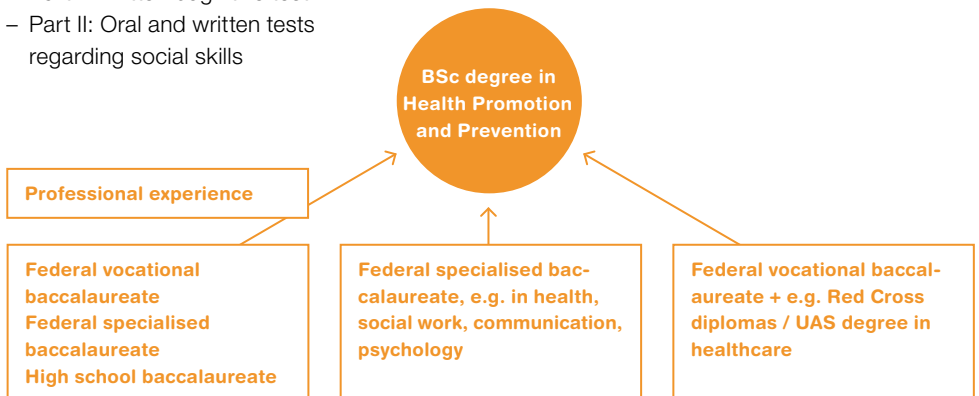
Start date: September, week 38 **Duration**

of programme: 3 years

(6 semesters full-time), 4.5 years (9 semesters part-time)

You can find up-to-date information about deadlines, costs and fees and also wages for internships during your studies at:

zhaw.ch/gesundheit/bachelor/gesundheitsfoerderung



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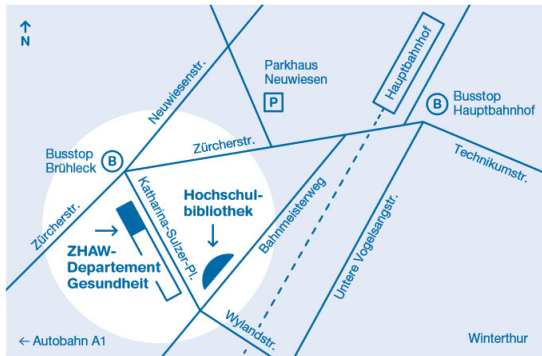
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