

**MAASTRICHT UNIVERSITY OMINAR  
HEALTH COMMUNICATION AND HEALTH PROMOTION:  
FROM THEORY TO PRACTICE  
Tuesday, November 23 – Thursday, November 25, 2021**

Course Director: Hein de Vries, PhD  
Co-Course Director: Ilse Mesters, PhD

**SPEAKERS AND TOPICS:**

**Hein de Vries, PhD**  
*Maastricht University  
Maastricht  
The Netherlands*

**Juliana Mejía Trujillo, PhD**  
*Corporación Nuevos Rumbos  
Bogotá  
Colombia*

**Ilse Mesters, PhD**  
*Maastricht University  
Maastricht  
The Netherlands*

**Topics:**

- Health Promotion Planning
- Awareness
- Motivation and Attitude
- Social Influences and Self-Efficacy
- Intentions and Action Planning
- Health Counseling
- Stakeholder Involvement
- Program Development
- eHealth