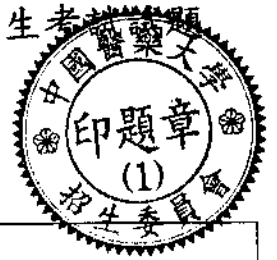


所別：環境醫學研究所

科目：健康教育與健康促進



考生注意：答案必須寫在答案卷上，否則不予計分。

1. From the historical view, what were the main thoughts and/or global phenomena that could influence the evolution of health education and health promotion [Note: please describe it chronologically by the following three periods: before the 1970s, in the 1970s, and from the 1980s to now]. (15%)
2. 1) A reciprocal causation exists between individual behaviors and environments. Behavior is viewed as being affected by multiple levels of influential factors. Please write down at least five levels of factors, which can influence health-related behaviors (10%). 2) In addition, try to describe the corresponding theories or models, which can be applied to change behaviors, to each of the levels (10%).
3. In the Transtheoretical Model, processes of change that mediate progression between the stages of change. Please systematically write down the relationships between the stages people were in and the processes they were applying (15%).
4. If you are Taichung mayor and have implemented a Healthy city project for three years, you want to assess the outcomes of this project. How do you evaluate (25%)?
5. If you work in Bureau of Health Promotion, Taiwan and are in charge of reducing the use of tobacco in youth. Please write down a social marketing program for this purpose, which should include the key elements of the marketing; and also write down how you evaluate the effects of this program (25%).