

# ACADEMIC AND RESEARCH APPROACHES IN HEALTH PROMOTION AT MONTEMORELOS UNIVERSITY

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## ABSTRACT

**Objective:** This article aims to present the academic and research approaches of Montemorelos University (UM) in health promotion, highlighting the application of innovative methodologies in education and public health interventions.

**Method:** An analysis of the methodologies used in UM's Master of Public Health program was conducted, including Logical Framework, PRECEDE-PROCEED, Intervention Mapping, and the Transtheoretical Model of Health Behavior Change. The research was based on academic studies and the practical application of these methodologies in institutional and community projects.

**Results:** The applied methodologies enabled students to develop effective interventions for health promotion, significantly improving participants' quality of life. Projects implemented in university, hospital, and community settings demonstrated that evidence-based approaches foster sustainable changes in public health.

**Conclusion:** Montemorelos University has established itself as an innovative institution in health promotion, integrating education, research, and community outreach. The implementation of scientific methodologies strengthens the training of public health professionals, equipping them to face contemporary challenges and promote healthier and more resilient communities.

**Keywords:** Health promotion. Healthy lifestyle. Public health practice. Health planning. health education.

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# A BORDAGENS ACADÊMICAS E DE PESQUISA PARA A PROMOÇÃO DA SAÚDE NA UNIVERSIDADE DE MONTEMORELOS

## RESUMO

**Objetivo:** O objetivo deste artigo é apresentar as abordagens acadêmicas e de pesquisa da Universidade de Montemorelos (UM) na promoção da saúde, destacando a aplicação de metodologias inovadoras no ensino e nas intervenções em saúde pública.

**Método:** Foi realizada uma análise das metodologias utilizadas no programa de Mestrado em Saúde Pública da UM, incluindo Logical Framework, PRECEDE-PROCEED, Intervention Mapping e o Modelo Transteórico de Mudança de Comportamento em Saúde. A pesquisa baseou-se em estudos acadêmicos e na aplicação prática dessas metodologias em projetos institucionais e comunitários.

**Resultados:** As metodologias aplicadas permitiram que os alunos desenvolvessem intervenções eficazes para a promoção da saúde, com impacto significativo na qualidade de vida dos participantes. Projetos em ambientes universitários, hospitalares e comunitários demonstraram que a abordagem baseada em evidências favorece mudanças sustentáveis na saúde pública.

**Conclusão:** A Universidade de Montemorelos se consolidou como uma instituição inovadora na promoção da saúde, combinando ensino, pesquisa e extensão. A implementação de metodologias científicas fortalece a formação dos profissionais de saúde pública, capacitando-os a enfrentar desafios contemporâneos e promover comunidades mais saudáveis e resilientes.

**Palavras-chave:** Promoção da saúde. Estilo de vida saudável. Prática de saúde pública. Planejamento em saúde. educação em saúde.

# A BORDAJES ACADÉMICOS Y DE INVESTIGACIÓN PARA LA PROMOCIÓN DE LA SALUD EN LA UNIVERSIDAD DE MONTEMORELOS

## RESUMEN

**Objetivo:** Este artículo tiene como objetivo presentar los enfoques académicos y de investigación de la Universidad de Montemorelos (UM) en la promoción de la salud, destacando la aplicación de metodologías innovadoras en la educación y en las intervenciones de salud pública.

**Método:** Se realizó un análisis de las metodologías utilizadas en el programa de Maestría en Salud Pública de la UM, incluyendo Logical Framework, PRECEDE-PROCEED, Intervention Mapping y el Modelo Transteórico de Cambio de Comportamiento en Salud. La investigación

se basó en estudios académicos y en la aplicación práctica de estas metodologías en proyectos institucionales y comunitarios.

**Resultados:** Las metodologías aplicadas permitieron a los estudiantes desarrollar intervenciones efectivas para la promoción de la salud, con un impacto significativo en la calidad de vida de los participantes. Los proyectos en entornos universitarios, hospitalarios y comunitarios demostraron que el enfoque basado en evidencia favorece cambios sostenibles en la salud pública.

**Conclusión:** La Universidad de Montemorelos se ha consolidado como una institución innovadora en la promoción de la salud, combinando educación, investigación y extensión comunitaria. La implementación de metodologías científicas fortalece la formación de los profesionales de la salud pública, capacitándolos para enfrentar desafíos contemporáneos y promover comunidades más saludables y resilientes.

**Palabras clave:** Promoción de la salud. Estilo de vida saludable. Práctica de salud pública. Planificación en salud. Educación en salud.

## INTRODUCTION

Montemorelos University (UM), founded in 1942 in northeastern Mexico, is dedicated to the comprehensive education of its students, promoting the physical, mental and spiritual well-being of the university community. With a mission and vision focused on sustainable education, research and selfless service, UM has established Health Promotion (HP) and Healthy Lifestyles (HL) as fundamental pillars of its educational model. Its values, based on christian principles such as love, loyalty and service, guide the institution in its goal to train leaders capable of transforming the world.

In this context, UM reaffirms its commitment to the well-being of people through the development of the Master of Public Health (MPH), an academic program that since 1989 has trained professionals from America, Africa and Europe. This program integrates HP and provides tools and skills to design, implement and evaluate strategies that promote HL, thus responding to the needs of diverse populations to improve their health (“Universidad de Montemorelos”, 2024).

### Methodologies used in MPH

Master of Public Health applies contemporary methodological approaches that align with institutional principles, allowing its students to develop a deep understanding of health problems and design effective solutions for real situations. This strengthens their ability to face

current challenges in the field of Public Health and generate a positive impact on population health. Among the most notable methodologies are:

- **Logical Framework Methodology:** This strategic instrument is used in Public Health to structure and evaluate projects in a systematic manner. It allows clear objectives to be defined, coherent activities to be designed and results to be accurately measured. By establishing logical relationships between resources and expected changes, it ensures the efficiency and effectiveness of interventions, facilitating monitoring and informed decision-making (MYRICK, 2013).
- **PRECEDE-PROCEED Model:** This comprehensive tool plans and evaluates health programs, ensuring their relevance and effectiveness. It begins with the identification of a community's specific needs and health determinants (PRECEDE phase), and then develops, implements, and evaluates interventions to address these needs (PROCEED phase). This systematic, evidence-based approach promotes sustainable changes in community health (CROSBY; NOAR, 2011).
- **Intervention Mapping:** This structured approach guides planners in creating, implementing, and evaluating effective HP interventions. It provides a framework for evidence-based decision-making, promoting effective behavioral changes and environmental determinants (FERNANDEZ et al., 2019).
- **Transtheoretical Model of Health Behavior Change:** This key resource in HP recognizes that change toward healthy habits is a gradual process. At identifying the stage where each individual is present, with respect to a specific behavior, health professionals can design personalized and effective interventions. This increases the likelihood of success in promoting healthy lifestyle habits (RONDÓN BERNARD; REYES FERNÁNDEZ, 2019).

### **Application of methodologies in MPH projects**

Through these methodologies, the MPH has developed projects that generate significant experiences in various population contexts, prioritizing active and collaborative learning:

- **For the students:** The projects focus on promoting healthy habits and self-care, improving the quality of life in the university community. This is carried out both in the formal curriculum, through the Healthy Lifestyle and Personal Development class, and in the non-formal curriculum, covering the 56 undergraduate academic programs in areas such as health sciences, business, dentistry, engineering, art, communication,

architecture, design, theology, music, education and psychology (GALLARDO PINO; ARROYO ACEVEDO; MARTÍNEZ PÉREZ, 2021; GONZÁLEZ GONZÁLEZ et al., 2024; RÍOS ROSADO et al., 2023).

- For the hospital: MPH students participate in projects for the prevention and management of chronic diseases, such as diabetes and hypertension. In collaboration with the Lifestyle Medicine Clinic at La Carlota Hospital, educational programs for patients have been implemented, emphasizing the importance of self-care and the adoption of HL (DE LA CRUZ ÁLVAREZ et al., 2022). These programs have been shown to reduce complication rates and improve patients' quality of life (HERNÁNDEZ SUAZO; MÉNDEZ CHAGOYA; FLOREZ GUTIERREZ, 2021).
- For the community: The projects developed have sought to promote healthy habits among the population of Montemorelos municipality, including parishioners of various Adventist churches and students from local primary and secondary schools. This has been achieved through intersectoral collaboration with government agencies such as the health secretariat for Nuevo León, the municipal government and departments of UM that offer community assistance. Through methodologies focused on the prevention of chronic diseases and the promotion of an active lifestyle, various populations, such as children, older adults and families, have been involved with the aim of empowering individuals to make healthy and sustainable decisions in their daily lives (“Universidad de Montemorelos”, 2024).

## CONCLUSION

The use of various methodologies in HP has generated practical experiences from the MPH program that have been implemented in student, hospital and community settings, demonstrating their usefulness as evidence-based tools in the Public Health field. These projects not only contribute to the development of skills of future public health professionals, but also positively impact the well-being of the community in general, under a HP approach and HL management. The commitment remains to continue, monitor and improve the application and generation of evidence on the use of these methodologies and the HP approach.

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**Table 1** – Methodologies applied in projects of the Master of Public Health Program at the Montemorelos University, Mexico.

Methodologies	Description	Areas of application	Examples of application
Logical Framework	Methodology for the analysis of health problems that includes systematic design and planning where objectives, activities, budgeting and measurement indicators are integrated.	Social development programs and projects based on the identification of a particular need.	Development of a program to promote physical activity and healthy eating in adult users of a suburban community health center.
Precede-Proceed	Classical methodology of Health Promotion where health programs are planned and evaluated through nine steps.	Design of health promotion interventions at the community level.	Development of an oral health self-care program aimed at university students that included workshops on brushing, flossing, mouthwash, and plaque disclosing tablets.
Intervention Mapping	Protocol of steps that guide the design of population health programs taking into account the analysis of a health situation, behavioral change, and environmental determinants.	Design of programs that integrate behavioral change, environmental conditions, and evaluation of processes and impact.	Development of the academic content of the Healthy Lifestyle curricular classes that seek to promote self-care in first-year university students.
Transtheoretical Model of Health Behavior Change	Behavioral change model that recognizes health behavior constructs and designs interventions at the individual level.	Promotion of healthy habits predominantly at an individual level.	Design and implementation of a brief cognitive-behavioral intervention program to reduce carbonated beverage consumption in patients in an outpatient lifestyle medicine program.