

KIBEHMEDX. Behavioral Medicine: A Key to Better Health

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Why teach behavioral medicine?

- Shift toward **individual responsibility** for our own health via behavior
- Information on behavioral medicine needs to be **disseminated** to practitioners and patients globally
- Increased **awareness** of how behavior influences health

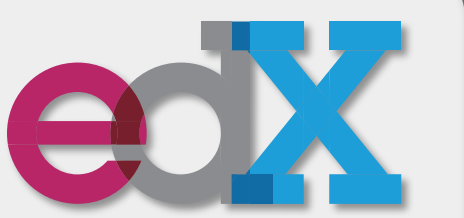
Why a MOOC*?

- Global dissemination potential: **Everyone, Everywhere, Anytime**
- Online **interactive** and **self-paced** education for health students and healthcare professionals
- Pedagogical design to facilitate **understanding** and **application**

* Massive Open Online Course



Course data:



School: KIX **Start date:** 9 September 2014
Length: 5 weeks **Prerequisites:** None
Video lectures: 45 **Estimated effort:** 5-8 hours/week
Learners registered: Over 15 000
Age: Mostly 19-36 year-olds registered, average ≈ 25
Gender: About 42% male, 58% female
Education: Secondary 20%, Bachelor 34%, Masters 30%, Doctorate 5%, Other 11%

Course content

Week 1: Health behaviors and motivation to change

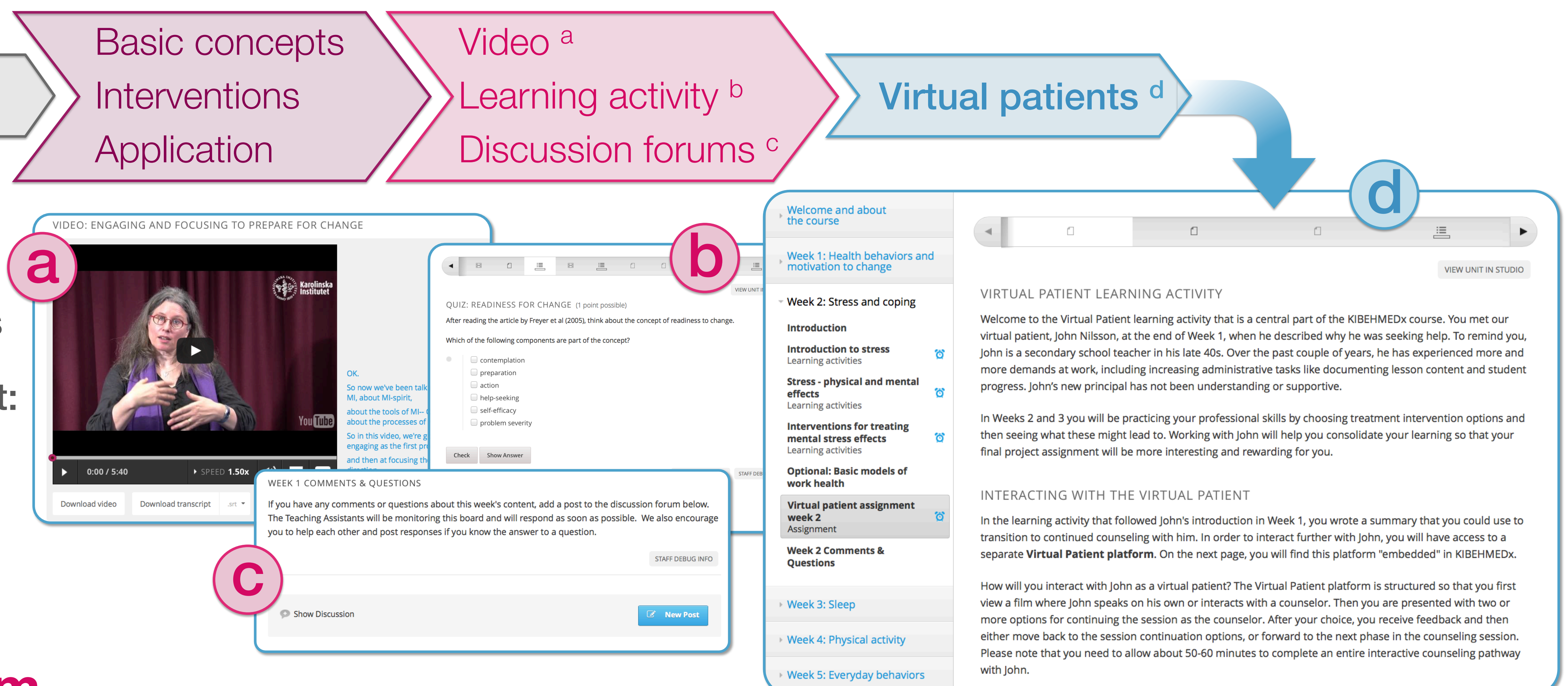
Week 2: Stress and coping

Week 3: Sleep

Week 4: Physical activity

Week 5: Everyday behaviors

Course project assignment:
Create a story of behavior change



Development team

Course content & lecturers

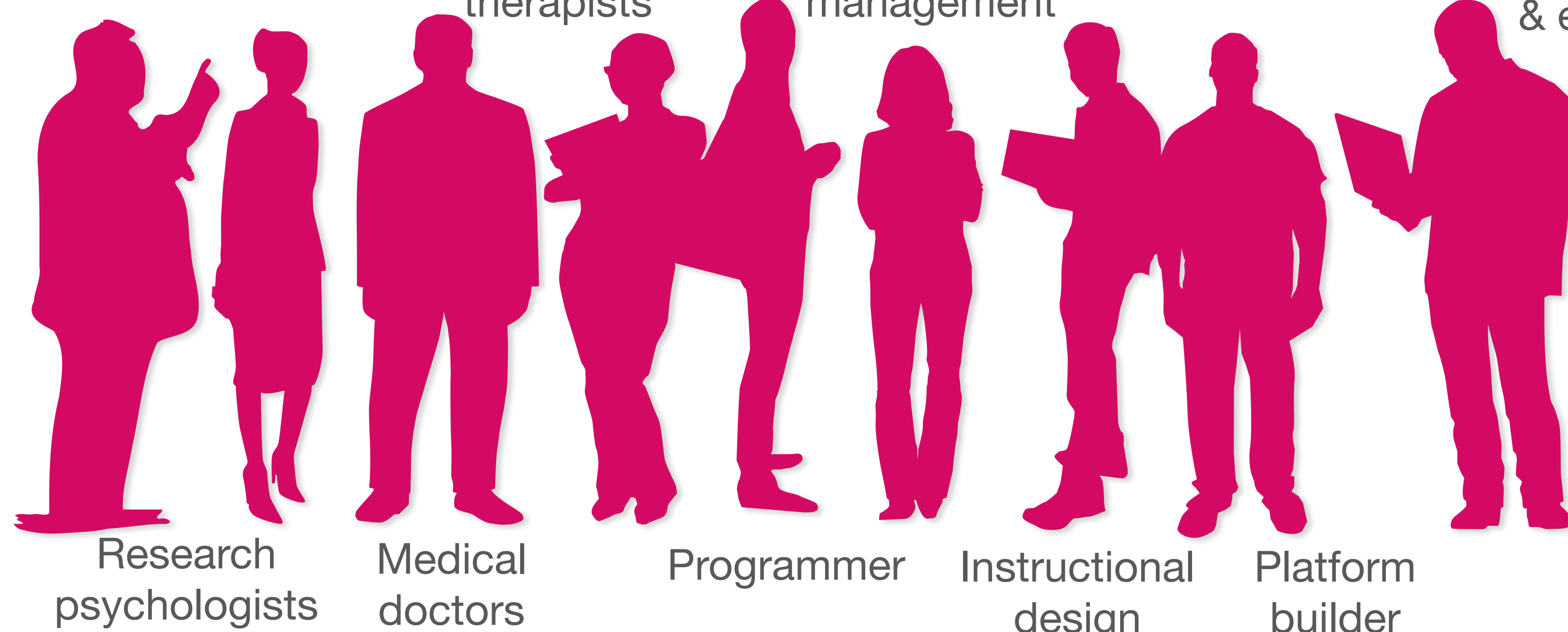
Psychologists

Physical therapists

Technical expertise

Project management

Video, audio & editing



Research psychologists

Medical doctors

Programmer

Instructional design

Platform builder

Sign up!

<https://www.edx.org/course/kix/kix-kibehmedx-behavioral-medicine-key-1527>



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