



Module Specification

Health Promotion (Distance Learning)

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Part 1: Information

Module title: Health Promotion (Distance Learning)

Module code: UZVRT8-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Social Sciences

Partner institutions: None

Field: Health, Community and Policy Studies

Module type: Module

Pre-requisites: None

Excluded combinations: Health Promotion 2023-24

Co-requisites: None

Continuing professional development: Yes

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: Students will acquire skills in using website development software to create an online health promotion resource.

Outline syllabus: The syllabus includes:

Philosophical, theoretical and political perspectives on health promotion; emphasis upon the socio-ecological model of health promotion and the WHO healthy settings approach.

Theoretical and practical perspectives on community organisation, empowerment, participation, collective action and community development.

Values, attitudes and beliefs; the cultural context of health behaviour and risk; personal and social responsibility; choice; empowerment and participation.

Behaviour change theories, models and approaches.

The WHO healthy settings approach.

Health promotion planning and evaluation.

Communication theories and practices; social marketing and media advocacy.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching is delivered in the format of online lectures, as audio podcasts or video capture, using appropriate software (for example, Adobe Presenter, PowerPoint), online seminars and other web-based activities. Online seminar activities engage student-centred active learning techniques using online, Blackboardbased discussion platforms (for example, Collaborate or equivalent) and blogs.

Essential, indicative and supplementary online learning materials and resources are also provided via Blackboard, with links to online library resources.

Contact Hours:

This distance learning module provides a blended learning approach utilizing asynchronous online activities (including lectures, reading, quizzes, videos) and

synchronous tutorials (seminars/discussions). Progress through the module is managed through time-dependent release of online resources to ensure structured progression through the learning materials and the synchronous activities promote development of the student-tutor relationship and encourage a cohort identity in addition to supporting core learning. Approximately 30 hours of directed study (for example, online lectures, seminars) are delivered via Blackboard.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 The theoretical, philosophical and political foundations of health promotion

MO2 Health promotion approaches and practices: models and interventions

MO3 Political and ethical dimensions of health promotion

MO4 The value of health promotion in tackling inequalities

MO5 Personal and social responsibility in relation to health behaviour

MO6 The relationship between health promotion and public health

MO7 The value and role of partnerships in health promotion

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 120 hours

Face-to-face learning = 30 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uzvrt8-15-m.html) via the following link <https://uwe.rl.talis.com/modules/uzvrt8-15-m.html>

Part 4: Assessment

Assessment strategy: The Assessment Strategy has been designed to support and enhance the development of both subject-based and generic key skills, whilst

ensuring that the module's Learning Outcomes are attained. The assessment for this module is the development of a web-based health promotion resource together with a reflective video discussing the resource developed. This two part assessment is an innovative and suitable form of assessment as it enables students to bring their health promotion and wider public health knowledge, critical faculties and planning, communication and implementation abilities to bear upon real health promotion challenges. It assesses all the specific module learning outcomes in addition to the CIEH Knowledge and Skills domains.

Full details can be found in the Module Handbook and on the module's Blackboard site.

Assessment details:

For this module, students must undertake one assignment with a controlled conditions element. The assignment assesses all of the module's Learning Outcomes. All assignment details are published on the module's Blackboard site on commencement of the module.

The assignment comprises the development of a web-based health promotion resource using website development software (for example, WordPress or equivalent) and is submitted to the module leader for marking as a URL (web address). The submission deadline is published on the module's Blackboard site at the beginning of the module. The purpose of the assessment is to introduce students to an online communication platform that has wide application within health promotion professional practice. The students are required to develop and present a fully operational website, which describes and critically analyses a health promotion intervention that has agency within health promotion. The intervention must be evidence based and developed from researching the health promotion theory, practice and policy literature. Marks are allocated against all postgraduate marking descriptors. For the controlled conditions element, the student must create a reflective video where they speak for 5 minutes about the resource they have created, explaining their choice of topic and reflecting upon the process of developing the resource.

Formative Assessment:

Opportunities exist for formative assessment in the module, through Blackboard collaborate sessions and individual feedback.

Assessment tasks:

Online Assignment (First Sit)

Description: Development of Health Promotion Resource (website)

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Presentation (First Sit)

Description: Reflective video

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Online Assignment (Resit)

Description: Development of Health Promotion Resource (website)

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Presentation (Resit)

Description: Reflective video

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study: