



### MODULE SPECIFICATION

Part 1: Information			
<b>Module Title</b>	Public Health in Action		
<b>Module Code</b>	UZVYBH-30-3	<b>Level</b>	6
<b>For implementation from</b>	September 2020		
<b>UWE Credit Rating</b>	30	<b>ECTS Credit Rating</b>	15
<b>Faculty</b>	Health and Applied Sciences	<b>Field</b>	HCPS
<b>Department</b>	Department of Health and Social Sciences		
<b>Contributes towards</b>	BSc (Hons) Public and Environmental Health BSc (Hons) Environmental Health Practitioner		
<b>Module type:</b>	Standard		
<b>Pre-requisites</b>	None		
<b>Excluded Combinations</b>	None		
<b>Co- requisites</b>	None		
<b>Module Entry requirements</b>	Not offered as standalone, programme entry requirements apply		

Part 2: Description				
<p>Concepts of 'health promotion' and 'health protection' first encountered in the level 1 module 'principles of public health' are further examined in this module. Various theories and concepts of health promotion are included, as well as aetiology of disease and the use of statistics in epidemiology. The roles of Local Authorities, NHS, Public Health England and The World Health Organisation are examined in the context of public health. Students are required to implement their theoretical knowledge by conducting and evaluating a health promotion campaign, and by utilising knowledge of epidemiology in completing a portfolio.</p> <p>Subjects taught in the module include aetiology, epidemiology, viruses, zoonoses, anti-microbial resistance, health promotion strategies, roles of organisations, commissioning and funding, health impact assessments.</p>				
<b>Generic Graduate Skill</b>	<i>Specific strand</i>	<b>Introduced</b>	<b>Developed</b>	<b>Evidenced</b>
<b>1. Communication</b>	Health promotion campaign	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>2. Professionalism</b>	Health promotion	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

	campaign, epidemiology			
<b>3. Critical Thinking</b>	Health promotion campaign	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>4. Digital Fluency</b>	Health promotion campaign, epidemiology	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>5. Innovative and Enterprising</b>	Health promotion campaign	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>6. Forward Looking</b>	Health promotion campaign	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>7. Emotional Intelligence</b>	Health promotion campaign	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>8. Globally Engaged</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Part 3: Assessment

The Assessment Strategy has been designed to support and enhance the development of both subject-based and generic key skills, whilst ensuring that the Learning Outcomes are achieved.

#### Component A – Health promotion campaign and report

The health promotion campaign and report addresses learning outcomes 2, 3 and 4, and meets several knowledge and professional requirements as designated by The Chartered Institute of Environmental Health. You are required to plan, conduct and evaluate a health promotion campaign over the duration of the module. This will provide you with the opportunity to make a positive difference to the health of communities. You will work in small teams to conduct the campaign, but will submit individual reports. The assignment is controlled by tutorial supervision which provides opportunities for formative feedback.

#### Component B – Epidemiology exercise

You will be presented with a series of problems related to epidemiology and disease. These problems are to be completed with proposed solutions and submitted as an epidemiology portfolio. Completion of the portfolio will address learning outcome 1, and meets several knowledge area requirements designated by The Chartered Institute of Environmental Health. Unlike other assignments in the programme, this assignment concentrates on population health surveillance and statistics.

Identify final timetabled piece of assessment (component and element)

Component A

% weighting between components A and B (Standard modules only)

**A:**  
60%

**B:**  
40%

#### First Sit

**Component A** (controlled conditions)

**Description of each element**

1. Health promotion campaign and report (2,000 words)

**Element weighting**  
(as % of component)

100%

**Component B**

**Element weighting**  
(as % of component)

Description of each element																															
1. Epidemiology exercise (completion of all questions)	100%																														
<b>Resit (further attendance at taught classes is not required)</b>																															
Component A (controlled conditions) Description of each element	Element weighting (as % of component)																														
1. Health promotion campaign and report (2,000 words)	100%																														
Component B Description of each element	Element weighting (as % of component)																														
1. Epidemiology exercise (completion of all questions)	100%																														
<b>Part 4: Learning Outcomes &amp; KIS Data</b>																															
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>Critically appraise the use of epidemiology in public health and resolve theoretical problems by correctly using principles of epidemiology in relation to communicable and non-communicable diseases. (Component B)</li> <li>Critically evaluate strategies of health promotion and develop a bespoke strategy for a chosen health promotion campaign. (Component A)</li> <li>Analyse data derived from a health promotion campaign and draw valid conclusions (Component A)</li> <li>Make valid evidence-based recommendations derived from a chosen public health campaign which contribute to the reduction in health inequalities. (Component A)</li> </ol>																														
<b>Key Information Sets Information (KIS)</b>	<table border="1"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Hours to be allocated</td> <td>Scheduled learning and teaching study hours</td> <td>Independent study hours</td> <td>Placement study hours</td> <td>Allocated Hours</td> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">90</td> <td style="text-align: center;">210</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">✓</td> </tr> </tbody> </table>	<b>Key Information Set - Module data</b>										Number of credits for this module				30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	90	210	0	300					✓
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<b>Contact Hours</b>	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test</p>																														

<b>Total Assessment</b>	Total assessment of the module:			
	Written exam assessment percentage			0%
	Coursework assessment percentage			100%
	Practical exam assessment percentage			0%
				100%
<b>Reading List</b>	<p>The reading list for the module is found at the following web address:</p> <p><a href="https://rl.talis.com/3/uwe/lists/19557EB6-00A6-3D99-B64D-E12120CEAC71.html?lang=en-GB&amp;login=1">https://rl.talis.com/3/uwe/lists/19557EB6-00A6-3D99-B64D-E12120CEAC71.html?lang=en-GB&amp;login=1</a></p>			

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<b>First Approval Date (and panel type)</b>	<i>Date of first {panel} approval</i>			
<b>Revision ASQC Approval Date</b> <i>Update this row each time a change goes to ASQC</i>		<b>Version</b>	<i>1</i>	<i>Link to RIA</i>