



Module Specification

Public Health in Action

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Part 1: Information

Module title: Public Health in Action

Module code: UZVYBH-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Social Sciences

Partner institutions: University Centre Weston

Field: Health, Community and Policy Studies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: 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.

Outline syllabus: 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.

Part 3: Teaching and learning methods

Teaching and learning methods: See Assessment Strategy

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

MO1 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.

MO2 Critically evaluate strategies of health promotion and develop a bespoke strategy for a chosen health promotion campaign.

MO3 Analyse data derived from a health promotion campaign and draw valid conclusions.

MO4 Make valid evidence-based recommendations derived from a chosen public health campaign which contribute to the reduction in health inequalities.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 210 hours

Face-to-face learning = 90 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.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 Learning Outcomes are achieved.

Assessment task 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.

Assessment task 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.

Assessment tasks:

Portfolio (First Sit)

Description: Epidemiology exercise (completion of all questions)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Report (First Sit)

Description: Health promotion campaign and report (2,000 words)

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO2, MO3, MO4

Portfolio (Resit)

Description: Epidemiology exercise (completion of all questions)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Report (Resit)

Description: Health promotion campaign and report (2,000 words)

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Environmental Health Practitioner {Apprenticeship-UCW} [Sep][FT][UCW][4yrs] BSc (Hons) 2021-22

Public and Environmental Health [Sep][FT][UCW][3yrs] BSc (Hons) 2021-22

Public and Environmental Health [Sep][PT][UCW][4yrs] BSc (Hons) 2021-22