



Module Specification

Health Promotion Theory and Practice

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Part 1: Information

Module title: Health Promotion Theory and Practice

Module code: UZVYET-30-2

Level: Level 5

For implementation from: 2022-23

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Social Sciences

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Health, Community and Policy Studies

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: Yes

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module offers a wide-ranging introduction to the field of health promotion. Detailed grounding is provided on the theories and models behind interventions designed to improve the health and quality of life of individuals, communities and broader society. A range of health promotion policy and practice examples are explored and discussed in depth. The political and ethical dimensions of contemporary health promotion campaigns are debated.

Features: Not applicable

Educational aims: To introduce students to the key issues and concepts relating to the theory and practice of health promotion.

To explore the importance of partnership working and collaboration in the promotion of population health.

To develop students' awareness and understanding of the role of communication in health promotion

Outline syllabus: The outline syllabus typically 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: The module is taught through a combination of lectures and seminars. Teaching is supported with online learning materials, including recorded lectures and video presentations, and tailored recommended reading.

Student-centred active learning techniques are a fundamental aspect of the teaching method. Practical exercises are used to engage students in analysing theory and practice, critically evaluating existing health promotion interventions and designing and assessing hypothetical health promotion interventions. The seminar exercises

are carefully programmed to provide incremental learning and skills development, in order to prepare students for their final assessment.

Students also have access to an online discussion forum through which to share questions, comments and resources.

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

MO1 Implement behavioural science theory to inform approaches to real-world health promotion issues.

MO2 Critique health promotion interventions using the best available evidence.

MO3 Apply community participation approaches and inter-sectoral action in health promotion policy and practice.

MO4 Evaluate the impact of different values, attitudes and beliefs on health and wellbeing.

MO6 Effectively communicate health promotion related information, arguments and analysis in a variety of forms, appropriate to specialist and non-specialist audiences.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 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: Component A: Online Assessment (2000 words + 5 minutes video)

Students are required to develop and submit an online assessment that involves designing a web-based health promotion resource for a health professional audience. This includes an embedded reflective video presentation of approximately 5 minutes duration. The assessment is submitted as a web address (URL). Marks are allocated for the content of the online resource and for the video presentation.

The purpose of this assessment is to enable students to apply their learning about health promotion theory and practice to the practical development of an online resource aimed at educating a specified audience. The resource is designed using a web-based communication platform that enables students to demonstrate their intellectual, creative, reflective and communication skills through applying understanding of health promotion theory, practice and evidence to a real world practical scenario.

In preparation for the assignment, students participate in a series of formative activities including seminar-based exercises, an online discussion forum, and instructional sessions on how to develop the web-based resource and prepare for their reflective video presentation.

Assessment components:

Online Assignment - Component A (First Sit)

Description: Development of a web-based health promotion resource (2000 words), with embedded reflective video presentation (5 minutes).

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Online Assignment - Component A (Resit)

Description: Development of a web-based health promotion resource (2000 words), with embedded reflective video presentation (5 minutes).

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Public Health {Apprenticeship-UWE} [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22