



Module Specification

Introduction to Health Promotion

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Part 1: Information

Module title: Introduction to Health Promotion

Module code: UZVYLP-30-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Health & Applied Sciences

Department: HAS School of Health and Social Wellbeing

Partner institutions: None

Delivery locations: Not in use for Modules

Field:

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: This module offers a wide-ranging introduction to the field of health promotion and working with communities. 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 learners 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 learners' 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.

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.

Practical exercises are used to engage learners 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 learners for their final assessment.

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

MO3 Evaluate the impact of different values, attitudes and beliefs on health and wellbeing.

MO4 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 via the following link

<https://rl.talis.com/3/uwe/lists/C0F7CAA7-B4AA-D024-E529-21332A5B4E79.html?draft=1&lang=en&login=1>

Part 4: Assessment

Assessment strategy: Assessment task 1: Online Assignment (digital health promotion resource - maximum 2000 words) - weighted 70%

Learners are required to design and submit a digital health promotion resource for a health professional or public audience. The purpose of this assessment is to enable

learners 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 digital communication platform that enables learners 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.

Assessment task 2: Presentation of digital resource 15 mins total (made up of 10 minutes presentation plus 5 minutes of questions) - weighted 30%

The purpose of the presentation assessment is for learners to talk through their choices and the thought processes behind their decision-making in Assessment Task 1. This is the first opportunity for learners to experience assessment through questioning. This assessment method is preparing and developing the learners towards the end point assessment where they will need to discuss their choices and defend these in relation to the evidence base and theoretical underpinnings. The discussion is a facilitated exercise through questioning types such as socratic and playing devils advocate, supporting learners in a safe environment to question their own decision making and defend and justify their choices and demonstrate their knowledge across the learning outcomes of the module and wider public health curriculum.

This assessment begins to build skills learners will need to evidence in the synoptic End-Point Assessment of this apprenticeship.

In preparation for the assignments, learners participate in a series of formative activities including seminar-based exercises, an online discussion forum, and instructional sessions on how to develop digital resources and prepare for their assessment.

Assessment components:

Online Assignment (First Sit)

Description: Digital health promotion resource - 2000 words

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation (First Sit)

Description: Presentation of digital resource (10 minutes with 5 minutes of questions)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Online Assignment (Resit)

Description: Digital health promotion resource - 2000 words

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation (Resit)

Description: Presentation of digital resource (10 minutes with 5 minutes of questions)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Public Health {Apprenticeship-UWE} [Frenchay] BSc (Hons) 2023-24