



## **Module Specification**

### **Public Health in Action**

Version: 2025-26, v2.0, Approved

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## Part 1: Information

**Module title:** Public Health in Action

**Module code:** UZVYBH-30-3

**Level:** Level 6

**For implementation from:** 2025-26

**UWE credit rating:** 30

**ECTS credit rating:** 15

**College:** College of Health, Science & Society

**School:** CHSS School of Health and Social Wellbeing

**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:** This module examines further the concepts of 'health promotion' and 'health protection' first encountered in level 4. A number of theories and concepts of health promotion are included, as well as aetiology of disease and the use of statistics in epidemiology. The roles of bodies such as; Local Authorities, NHS, UK Health Security Agency and The World Health Organisation are examined in the context of public health.

**Features:** Not applicable

**Educational aims:** This module aims to enable students to link theoretical knowledge and practical application in the context of a health promotion campaign.

**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:** The module may consist of the following activities:

Lectures (hybrid)

Seminars

Tutorials

Guest speakers

Independent study will be organised with a series of both essential and further readings and preparation for practical workshops. It is expected that students prepare themselves for lectures by completing set tasks.

**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 health promotion campaign which contribute to the reduction in health inequalities.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

**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:** This module has two assessment tasks; a health promotion campaign + report and an Epidemiology portfolio.

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

The health promotion campaign and report meets several knowledge and professional requirements as designated by The Chartered Institute of Environmental Health. Students are required to plan, conduct and evaluate a health promotion campaign over the duration of the module. This will provide students with the opportunity to make a positive difference to the health of communities. They will work in small teams to conduct the campaign, but will submit individual reports.

Assessment task 2 – Epidemiology Portfolio

Students 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 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.

Students are supported through tutorial supervision which provides opportunities for formative feedback for both assessment tasks.

**Assessment tasks:****Report (First Sit)**

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

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO2, MO3, MO4

**Portfolio (First Sit)**

Description: Epidemiology Portfolio (completion of all questions)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

**Report (Resit)**

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

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO2, MO3, MO4

**Portfolio (Resit)**

Description: Epidemiology Portfolio (completion of all questions)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Environmental Health Practitioner {Apprenticeship-UCW} [UCW] BSc (Hons) 2023-24

Public and Environmental Health [UCW] BSc (Hons) 2023-24

Public and Environmental Health [UCW] BSc (Hons) 2023-24