



MODULE SPECIFICATION

Part 1: Information			
Module Title	Health Promotion		
Module Code	UZVRT3-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Health & Applied Sciences	Field	Health, Community and Policy Studies
Department	HAS Dept of Health & Social Sciences		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes.</p> <p>Outline Syllabus: The syllabus includes:</p> <p>Philosophical, theoretical and political perspectives on health promotion; emphasis upon the socio-ecological model of health promotion and the WHO healthy settings approach.</p> <p>Theoretical and practical perspectives on community organisation, empowerment, participation, collective action and community development.</p> <p>Values, attitudes and beliefs; the cultural context of health behaviour and risk; personal and social responsibility; choice; empowerment and participation.</p> <p>Behaviour change theories, models and approaches.</p> <p>The WHO healthy settings approach.</p> <p>Health promotion planning and evaluation.</p>

STUDENT AND ACADEMIC SERVICES

Communication theories and practices; social marketing and media advocacy

Teaching and Learning Methods: Classroom based teaching comprises a mix of lectures, workshops and seminars, which include student-centred active learning techniques.

Technology Enhanced Learning (TEL) supplements taught sessions in the form of essential and supplementary online learning materials (via Blackboard). TEL workshops are programmed to prepare students for a web-based assessment.

Module support is provided via Blackboard and via a programme Blog site. Podcasts and videos are uploaded to Blackboard to support taught input.

Contact Hours:

There are 30 hours of contact time delivered through lectures, seminars and online activities. These comprise 8 taught 3.5 hour sessions (half days) scheduled in semester 1 and supplemented with additional online support. Up to one hour is available for one-to-one tutorial support.

Part 3: Assessment

Students must undertake one controlled conditions assessment component, which comprises the development of a web-based health promotion resource that is presented under controlled conditions.

Students are required to create a web-based health promotion resource and to present their resource under controlled conditions. The resource is developed using website development software and submitted for marking as a URL (web address). The purpose of the assessment is to introduce students to an online communication platform that has wide application within health promotion professional practice. The students are required to develop and present a fully researched, evidence based health promotion intervention that has agency within health promotion.

The students are required to deliver an online presentation of the intervention during a scheduled session within small groups. Marks are allocated against the content of the output (70% weighting) and against the oral presentation (30% weighting) (Assesses all Learning Outcomes).

Assessment details are published in the module handbook at the start of the module.

First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A	✓	30 %	Presentation skills - presentation of health promotion resource
Online Assignment - Component A		70 %	Development of health promotion resource (creation of a health promotion website)
Resit Components	Final Assessment	Element weighting	Description
Presentation - Component A	✓	30 %	Presentation skills - presentation of health promotion resource
Online Assignment - Component A		70 %	Development of health promotion resource (creation of health promotion website)

STUDENT AND ACADEMIC SERVICES

Part 4: Teaching and Learning Methods																			
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>The theoretical, philosophical and political foundations of health promotion</td> <td>MO1</td> </tr> <tr> <td>Health promotion approaches and practices: models and interventions</td> <td>MO2</td> </tr> <tr> <td>Political and ethical dimensions of health promotion</td> <td>MO3</td> </tr> <tr> <td>The value of health promotion in tackling inequalities</td> <td>MO4</td> </tr> <tr> <td>Personal and social responsibility in relation to health behaviour</td> <td>MO5</td> </tr> <tr> <td>The relationship between health promotion and public health</td> <td>MO6</td> </tr> <tr> <td>The value and role of partnerships in health promotion</td> <td>MO7</td> </tr> <tr> <td>Students will also acquire skills in using website development software to create an online health promotion resource</td> <td>MO8</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	The theoretical, philosophical and political foundations of health promotion	MO1	Health promotion approaches and practices: models and interventions	MO2	Political and ethical dimensions of health promotion	MO3	The value of health promotion in tackling inequalities	MO4	Personal and social responsibility in relation to health behaviour	MO5	The relationship between health promotion and public health	MO6	The value and role of partnerships in health promotion	MO7	Students will also acquire skills in using website development software to create an online health promotion resource	MO8
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/uzvrt3-15-m.html</p>																		

Part 5: Contributes Towards

This module contributes towards the following programmes of study: