



Module Specification

Health Promotion

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Part 1: Information

Module title: Health Promotion

Module code: UZVRT3-15-M

Level: Level 7

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Health & 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, from both the UK and international settings, are explored and discussed in depth. The

political and ethical dimensions of contemporary health promotion campaigns are debated. Through seminar discussions, exercises, presentations within the seminar group and the module assessment students are encouraged to apply their learning to the critical analysis of health promotion initiatives, and to think creatively and strategically about how to design and evaluate interventions. In the assessment, students apply these new skills in the development of an online resource which has practical relevance in the field. This learning can be transferred to resource development in health promotion professional practice.

Features:

Equips students with comprehensive knowledge of health promotion theory and practice

Enables students to critically analyse diverse health promotion practices from a range of settings

Provides students with skills in designing and evaluating health promotion interventions and creating a web-based resource that showcases a selected intervention

Educational aims:

To introduce students to the theoretical and practical foundations of health promotion

To develop a critical, analytical and evidence based approach to understanding health promotion

To develop key transferable health promotion skills for different public health settings

Outline syllabus:

The syllabus typically covers the following:

Historical, philosophical and political dimensions of health promotion

Theoretical and disciplinary foundations of health promotion

National and international policy drivers and strategies

The WHO strategic frameworks for health promotion

Healthy settings and healthy surroundings

Behaviour change theories and approaches

Empowerment, participation and community organisation

Community engagement and partnership working

Communication theories and strategies, including social marketing, media advocacy and the value of culturally-informed messaging

Evaluation of health promotion interventions

Ethical dimensions of health promotion

Examples are drawn from different country and socio-cultural settings throughout the syllabus

Part 3: Teaching and learning methods

Teaching and learning methods:

The module is taught through a combination of lectures and seminars, which can be delivered face-to-face or online.

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:

MO1 Demonstrate knowledge and critical understanding of the theoretical, philosophical, ethical and disciplinary foundations of health promotion

MO2 Be able to critically appraise health promotion interventions and apply understanding of health promotion approaches and methodologies to real life scenarios.

MO3 Synthesise, critically analyse and apply evidence to practical health promotion scenarios

MO4 Demonstrate knowledge and critical understanding of role of partnerships and intersectoral action in health promotion policy and practice.

MO5 Exhibit transferable technical and communication skills for use in planning and executing health promotion.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 120 hours

Face-to-face learning = 30 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uzvrt3-15-m.html) via the following link <https://uwe.rl.talis.com/modules/uzvrt3-15-m.html>

Part 4: Assessment

Assessment strategy: The assessment for this module is as follows:

Component A: Online Assessment of 2000 words

Students are required to develop and submit an online assessment that involves designing a web-based health promotion resource for public health practitioners. This includes an embedded reflective video presentation of approximately 10 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 public health professionals. 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.

Assessment components:

Online Assignment - Component A (First Sit)

Description: Development of a web-based health promotion resource for public health practitioners (2000 words). Includes embedded reflective video presentation (10 mins)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Online Assignment - Component A (Resit)

Description: Development of a web-based health promotion resource for public health practitioners (2000 words). Includes embedded reflective video presentation (10 mins).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Public Health [May][FT][Villa][1yr] MSc 2021-22

Public Health [Jan][FT][Villa][1yr] MSc 2021-22

Public Health [Sep][PT][Frenchay][2yrs] MSc 2021-22

Public Health [Sep][FT][Frenchay][1yr] MSc 2021-22

Environmental Health [Sep][FT][Frenchay][1yr] MSc 2021-22

Environmental Health [Sep][PT][Frenchay][2yrs] MSc 2020-21