Module Specification

Health Promotion: Theory, Evidence and Practice

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Part 1: Information

Module title: Health Promotion: Theory, Evidence and Practice

Module code: UZVRWP-20-M

Level: Level 7

For implementation from: 2024-25

UWE credit rating: 20

ECTS credit rating: 10

College: College of Health, Science & Society

School: CHSS School of Health and Social Wellbeing

Partner institutions: None

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 explores current debates in the theory, evidence, and practice dimensions of health promotion. It is designed to enable and support learners to meet the Specialist Community Public Health Nursing (SCPHN) Standards of Proficiency (NMC, 2022) by providing the opportunity to develop and exhibit both a theoretical understanding and practical ability for undertaking health promotion within the context of specialist community public health nursing.

Features: Not applicable

Educational aims: This module will provide a stimulating learning environment in which learners critically examine and apply key concepts, models, and approaches within health promotion. These include, but are not limited to, the wider determinants of health, socioecological models, community assets and placed-based interventions. While a proportion of the learning will come from the taught curriculum, the learning activities and assessment methods are intended to provide opportunities for independent enquiry, the expansion of digital skills and the application of health promotion knowledge to real-world scenarios. This approach supports the broader aim of the SCPHN Standards of Proficiency (NMC, 2022) to develop autonomous practitioners who have the knowledge and skills to lead and influence public health services into the future.

All 17 United Nation (UN) Sustainable Development Goals (USGs) underpin the teaching and learning ethos of this module which looks broadly at the key principles, concepts and theories which underpin health promotion. More specifically, the syllabus content directly reflect the ambitions of USGs (3) good health and wellbeing, (4) quality education, (5) gender equality, (8) decent work and economic growth, (10) reduced inequalities, (11) sustainable cities and communities and (17) partnerships for the goals.

Outline syllabus: The module content will typically include:

The historical, political and ethical foundations of health promotion

Health promotion models, frameworks and approaches

Health inequalities: assessment, surveillance and intervention

Sociological approaches to health and wellbeing

Mapping and using local community assets and resources

Place-based approaches to the promotion of health and wellbeing

Empowerment and advocacy for people, communities and populations

Evaluation of health promotion interventions

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching and learning is flexible and focused on participants' needs as adult learners. Teaching and learning is underpinned by a universal design for learning approach.

The blended learning (lectures, seminars and pre-seminar activities) feed into the development of the assessment project. There are lectures and seminars on the syllabus topics listed below. There are additional support sessions to help equip students with the knowledge needed to use the digital platforms and software used in the assessment.

Pre-session activities linked to a health promotion related:
Academic paper(s);
Policy or policies; and/or
Web-based resource(s).

A blended learning approach to contact sessions including:

Lectures;
Seminars;
Self-directed study;
e-Learning; and
Case-based study discussions.

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

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

MO2 Critically appraise health promotion interventions and apply health promotion evidence, approaches and methodologies to scenarios.

MO3 Demonstrate knowledge and critical understanding of the role of partnerships and intersectoral action in health promotion policy and practice.

MO4 Exhibit transferable technical and communication skills for use in planning and executing health promotion in public health nursing.

Hours to be allocated: 200

Contact hours:

Independent study/self-guided study = 152 hours

Face-to-face learning = 48 hours

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: The module is assessed through the development of a health promotion electronic resource and a recorded critical reflection. These two elements are appropriate to support learners to meet the learning outcomes of the module which are themselves aligned to the SCPHN Standards of Proficiency (NMC, 2022). The assessment methods enable students to simulate the application of health promotion theory and evidence while developing their critical appraisal, reflection and digital skills. Understanding the social determinants of health and addressing health inequalities are a key focus of the module and a particular focus of practice for SCPHN practitioners.

In the assignment for this module, learners will use an online communication platform that is relevant to health promotion in the context of specialist community public health nursing practice. The learner will develop a resource that presents and critically analyses a health promotion intervention. The selected intervention must be evidence-based and developed from the learner's own research on health promotion

theory, research and policy literature. Learners will also complete a 10-minute pre-recorded presentation where they address set questions regarding their development of this resource.

The assignment for this module therefore includes two tasks:
1. A web-based health promotion resource.
2. A 10-minute pre-recorded presentation speaking about the resource the learner has produced.

The e-resource (task 1) will receive 70% of the module's marks and the presentation (task 2) will receive 30% of the marks.

The assignment tasks assess all four of the Module Learning Outcomes. The purpose of the assessment is to provide students with an opportunity to critically investigate, present and reflect upon the experience of developing a health promotion resource. The two task assessment supports this rounded approach to achieving the achieving the Module Learning Outcomes.

The overall word length of the health promotion resource is 2000 words.

Formative assessment will take place through seminar activities which focus on the planning, development and evaluation of health promotion interventions, where teacher and peer-to-peer feedback is given.

Assessment tasks:

Set Exercise (First Sit)
Description: A web-based health promotion resource
Weighting: 70 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Reflective Piece (First Sit)

Description: 10-minute pre-recorded presentation
Weighting: 30 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Set Exercise (Resit)
Description: A web-based health promotion resource
Weighting: 70 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Reflective Piece (Resit)
Description: 10-minute pre-recorded presentation
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:

Specialist Community Public Health Nursing (Health Visiting) [Glenside] MSc 2024-25

Specialist Community Public Health Nursing (Health Visiting) [Glenside] MSc 2024-25

Specialist Community Public Health Nursing (School Nursing) [Glenside] MSc 2024-25

Specialist Community Public Health Nursing (School Nursing) [Glenside] MSc 2024-25

Specialist Community Public Health Nursing (Occupational Health Nursing) [Glenside] MSc 2024-25

Specialist Community Public Health Nursing (Occupational Health Nursing) [Glenside] MSc 2024-25