

## Liverpool John Moores University

Title: Public Policy & Health Promotion  
Status: Definitive  
Code: **4508SSLNBF** (124732)  
Version Start Date: 01-08-2018

Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: Blackpool & Fylde College

Team	Leader
Sally Starkey	Y

**Academic Level:** FHEQ4  
**Credit Value:** 20  
**Total Delivered Hours:** 48  
**Total Learning Hours:** 200  
**Private Study:** 152

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Practical	12
Seminar	15
Workshop	9

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Present	Presentation Leaflet (12 minute presentation)	60	
Essay	Essay	Essay 2000 words	40	

### Aims

*This module enables students to develop their skills and understanding of health promotion through the theoretical examination and practical application of a range of theories, models and approaches to health promotion within a public health framework.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the promotion of health within the emerging public health agenda, taking into account the wider determinants of health when working within a multi-agency approach.
- 2 Analyse the ethical and political issues involved in the promotion of health.
- 3 Examine and explain varied health improvement methods utilised for population based sustained lifestyle related and health behaviour change.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation Leaflet (12 mins)	1	2	3
Essay 2000 Words	1	2	3

## Outline Syllabus

*An introduction to Government policy (including EU etc.) on health and health improvement.*

*Behavioural and environmental determinants of health.*

*Theories and models of health promotion including pervasive and politically-charged models.*

*Issues regarding social exclusion and sustainability. inter-agency working. Ethical issues - global versus local perspectives.*

*Lifestyle choice versus paternalism.*

*Risk identity.*

## Learning Activities

Study skills techniques

Lecture based workshops and seminars

Presenting health information in practical environments

Peer and Self-reflection

VLE Forums online

Health analysis

Evaluating case studies

Trips and guest speakers from health practitioners

## Notes

This module discusses different approaches to 'disease prevention' and 'health promotion' and theories of behaviour (change), Government policy and lay

perceptions of health within a contemporary socio-political context.