

## Liverpool John Moores University

Title: Promoting the Public's Health  
Status: Definitive  
Code: **5003HSCIFC** (118400)  
Version Start Date: 01-08-2019

Owning School/Faculty: Nursing and Allied Health  
Teaching School/Faculty: Nursing and Allied Health

Team	Leader
Julie Connolly	Y

**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 60  
**Total Learning Hours:** 240      **Private Study:** 180

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	30
Online	10
Seminar	10
Tutorial	10

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	essay	3000 word essay identifying a health promotion issue, with relevant demographic and epidemiological data, and then analysing the success of a relevant HP strategy	100	

### Aims

*to explore and analyse how the health of individuals, families and communities is promoted*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Consider strategies and services in health promotion
- 2 Identify and explore relevant data for health needs assessment
- 3 Critically discuss how the role of active participation in health promotion

## Learning Outcomes of Assessments

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

essay	1	2	3
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## Outline Syllabus

*Overview of aspects of health*

*Public health promotion models and strategies*

*Environmental health and housing and health*

*Introduction to epidemiological studies and surveillance data and the evidence they produce*

*Incidence, prevalence and the concept of risk*

*Empowerment and working with communities*

*Health promotion in practice*

*Social capital and social marketing*

## Learning Activities

There will be lectures, small group discussions, seminars and tutorials. All lectures will be interactive.

## Notes

This module's focus is about facilitating students' learning, understanding of and insight into the complexities of Health Promotion.