

Liverpool John Moores University

Title: PUBLIC HEALTH AND HEALTH PROMOTION IN PRACTICE
Status: Definitive
Code: **5004FDASPP** (106837)
Version Start Date: 01-08-2014

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

Team	Leader
Susan Hopkins	Y

Academic Level: FHEQ5
Credit Value: 20.00
Total Delivered Hours: 58.00
Total Learning Hours: 200
Private Study: 142

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20.000
Online	26.000
Seminar	10.000
Tutorial	2.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Poster presentation. Assess a (negotiated) public health initiative and explore the role of the assistant practitioner.	100.0	

Aims

Develop the students understanding of public health policy and health promotion in practice.

Understand the determinants of health and the impact of policy.

Identify opportunities to promote health in the practice setting.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse definitions of health, public health and health promotion.
- 2 Explore those factors which affect health status.
- 3 Evaluate public health initiatives and assess how they are applied in practice.
- 4 Discuss current public health policy
- 5 Analyse the effectiveness of health needs assessments
- 6 \$Explore the role of the AP in promoting health in practice.

Learning Outcomes of Assessments

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

Poster presentation 1 2 3 4 5 6

Outline Syllabus

Definitions and models of health, public health and health promotion.

Determinants of health, including Health beliefs, attitudes expectations, socioeconomic status, education culture.

Public health initiatives, planned and opportunistic approaches to addressing health needs.

Government strategies to address inequalities in health.

Exploration of emerging and contemporary public health/health promotion issues, Globally and in the United Kingdom.

How epidemiology is used to assess health needs, targets for health, standards and health indicators.

Reflect upon health promotion materials and the effects the effects of mass media.

Role of care workers in promoting health

Learning Activities

E Learning, Blackboard, lectures, seminars, tutorials.

References

Course Material	Book
Author	Baggott R
Publishing Year	2007
Title	Understanding Health Policy
Subtitle	
Edition	
Publisher	Policy Press
ISBN	

Course Material	Book
Author	Coles L & Porter E
Publishing Year	2008
Title	Public Health Skills: A practical guide for nurses and public health practitioners.
Subtitle	
Edition	
Publisher	Wiley Blackwell.
ISBN	

Course Material	Book
Author	Holland S
Publishing Year	2007
Title	Public Health Ethics
Subtitle	
Edition	
Publisher	Polity Press
ISBN	

Course Material	Book
Author	Bayer R, Gostin L, Jennings B, Steinbock B
Publishing Year	2006
Title	Public Health Ethics: Theory, Policy & Practice.
Subtitle	
Edition	
Publisher	OU Press
ISBN	

Course Material	Book
Author	Beaglehole R & Bonita R
Publishing Year	2004
Title	Public Health at the Crossroads: Achievements and prospects.
Subtitle	
Edition	
Publisher	Cambridge Cambridge University Press
ISBN	

Notes

This module provides a basic insight into public health and health promotion