

## Liverpool John Moores University

Title: Health Promotion  
Status: Definitive  
Code: **5007PUBHEA** (124900)  
Version Start Date: 01-08-2020

Owning School/Faculty: Public Health Institute  
Teaching School/Faculty: Public Health Institute

Team	Leader
Christian Blickem	Y
Lorna Porcellato	

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 48  
**Total Learning Hours:** 200      **Private Study:** 152

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	38
Workshop	10

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	ASS1	Practical application of a brief intervention	20	
Report	ASS2	2500 word reflective report	80	

### Aims

*To develop knowledge and skills to enable students to plan, implement, monitor and evaluate strategies for promoting the health and wellbeing of the population*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Review and critically appraise the theoretical basis of health promotion and its evidence base.
- 2 Apply brief interventions that will encourage behaviour change to promote health and wellbeing.
- 3 Analyse evidence based strategies and interventions to encourage behaviour change to promote health and wellbeing.

### **Learning Outcomes of Assessments**

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

Intervention practical	2	
Reflective report	1	3

### **Outline Syllabus**

*Promoting public health (methods and measures); linking public and environmental health; principles and practice of behaviour change; the evidence base for health promotion interventions; partnership working to promote health and well being; community development and community capacity building, community diseases.*

### **Learning Activities**

Lectures, class discussion, small group work, self-directed study, guided reading and VLE activities.

### **Notes**

Health promotion can be a frustrating subject to study, as it can appear to mean all things to all people. To some its role is to encourage compliance and conformity to predetermined behavioural norms, to others it is a precursor to social change and community action. This module will facilitate students' exploration of the role of the public health practitioner in the community, particularly in relation to communication of risk and the design and delivery of evidence based interventions that will promote health and wellbeing.