

Liverpool John Moores University

Title: PROMOTING PUBLIC HEALTH
Status: Definitive
Code: **6003UGPUBH** (113077)
Version Start Date: 01-08-2014

Owning School/Faculty: Centre for Public Health
Teaching School/Faculty: Centre for Public Health

Team	Leader
Lorna Porcellato	Y

Academic Level: FHEQ6
Credit Value: 15.00
Total Delivered Hours: 24.00
Total Learning Hours: 150
Private Study: 126

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation of a brief intervention	40.0	
Essay	AS2	Coursework: critique of a health promotion intervention (2000 words)	60.0	

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 Design and develop evidence based strategies and interventions that will encourage behaviour change to promote health and wellbeing
- 3 Evaluate contemporary health promotion interventions

Learning Outcomes of Assessments

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

Presentation	1	2
Essay	1	3

Outline Syllabus

The development of health promotion theory, including common theoretical models of behaviour change.

Principles and practice of behaviour change, including brief interventions to promote health and wellbeing

The evidence base for health promotion interventions

Partnership working to promote health and wellbeing

Concepts of empowerment, social exclusion and social capital

Community development and community capacity building

Learning Activities

Lectures, class discussion, small group work, self directed study, guided reading and BlackBoard

References

Course Material	Book
Author	Adams L; Amos M & Munro J
Publishing Year	2002
Title	Promoting Health:
Subtitle	politics and practice
Edition	
Publisher	Sage
ISBN	

Course Material	Book
Author	Bunton R & MacDonald G
Publishing Year	2003
Title	Health Promotion
Subtitle	disciplines, diversity and developments

Edition	
Publisher	Routledge, London
ISBN	

Course Material	Book
Author	Sidell, M; Jones L, Katz J, & Peaberdy A
Publishing Year	2003
Title	Debates and dilemmas in promoting health
Subtitle	
Edition	
Publisher	Macmillan, London
ISBN	

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.