

Liverpool John Moores University

Title: PROMOTING PUBLIC HEALTH STRATEGIES
Status: Definitive
Code: **6007PCCOMM** (106898)
Version Start Date: 01-08-2014

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

Team	Leader
Gill Turner	Y

Academic Level: FHEQ6
Credit Value: 15.00
Total Delivered Hours: 30.00
Total Learning Hours: 150
Private Study: 120

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	15.000
Seminar	10.000
Tutorial	5.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	3000 word report on a public health initiative	100.0	

Aims

This module aims to develop practitioners' knowledge, skills and confidence to be strategic leaders of multi-agency approaches to promoting public health.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of a critical approach to the strategic provision of services to meet population health needs, including the ethical management of resources
- 2 Promote the development of coordinated, multi-agency programmes of intervention which address health inequalities across population groups
- 3 Produce written reports, strategies, policies and proposals which identify a strong evidence base and evaluation process
- 4 Take the lead in initiating and maintaining clinical governance frameworks to ensure quality of provision is sustained and developed

Learning Outcomes of Assessments

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

REPORT	1	2	3	4
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Outline Syllabus

Policy agenda, international, national, SHA, PCT

Vision for practice

Working within and to influence the political agenda

Multi agency liaison – working across professional boundaries and agendas

Project management skills, planning, managing, and reporting

Organising and chairing meetings

Multi agency facilitation

Report writing

Priority setting, evidence base

Producing service specifications, multi agency strategies, bids for funding, funding sources

Strategic approaches to public health and health promotion

Resource management

Practice development

Developing public health skills in your team

Ethics, boundaries, accountability

Learning Activities

Research-informed lectures, seminars, tutorials, blackboard, problem-based learning, learning in practice, self-directed study

References

Course Material	Book
Author	Cowley,S
Publishing Year	2001
Title	Public health in policy and practice: a sourcebook for

	health visitors & community nurses
Subtitle	
Edition	
Publisher	Elsevier
ISBN	

Course Material	Book
Author	Department of Health
Publishing Year	2004
Title	Choosing Health: Making Healthy Choices Easier.
Subtitle	
Edition	
Publisher	TSO
ISBN	

Notes

This module will consolidate learning from the public health and leadership modules and enable students to develop a strategic approach to promoting the health of individuals and populations.