# **Liverpool** John Moores University

Title: PROMOTING PUBLIC HEALTH STRATEGIES

Status: Definitive

Code: **7007PCCOMM** (106910)

Version Start Date: 01-08-2014

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

Team	emplid	Leader
Gill Turner		Υ

Academic Credit Total

Level: FHEQ7 Value: 15.00 Delivered 35.00

**Hours:** 

Total Private

Learning 150 Study: 115

**Hours:** 

**Delivery Options** 

Course typically offered: Semester 2

Component	Contact Hours
Lecture	15.000
Seminar	10.000
Tutorial	10.000

**Grading Basis:** 40 %

#### **Assessment Details**

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	3000 word report	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:

- Apply a critical and evaluative approach to the strategic provision of services to meet population health needs, including the ethical management of resources
- 2 Lead the development of original and coordinated, multi-agency programmes of intervention which address health inequalities across broad population groups
- 3 Critically evaluate research in order to produce reports, strategies, policies and proposals which identify a strong evidence base and evaluation processes.
- 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

### **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:
Subtitle	a sourcebook for health visitors & community nurses
Edition	

Publisher	Elsevier
ISBN	

Course Material	Book
Author	Department of Health
Publishing Year	2004
Title	National Service Framework for Children, young people
	and maternity services
Subtitle	
Edition	
Publisher	TSO
ISBN	

Course Material	Book
Author	Ewles, L
Publishing Year	2005
Title	Key Topics in Public Health
Subtitle	Essential Briefings on Prevention and Health Promotion
Edition	
Publisher	Elsevier
ISBN	

<b>Course Material</b>	Book
Author	Lewis, G., Sheringham, J., Kalim, K. and Crayford, T.
Publishing Year	2007
Title	Mastering Public Health
Subtitle	
Edition	
Publisher	The Royal Society of Medicine Press
ISBN	

Course Material	Book
Author	Naidoo, J. and Wills, J.
Publishing Year	2000
Title	Health Promotion
Subtitle	Foundations for Practice
Edition	2nd
Publisher	Balliere Tindall
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.