

Liverpool John Moores University

Title: Alcohol and Tobacco Control
Status: Definitive
Code: **7027PHEALT** (120256)
Version Start Date: 01-08-2019

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

Team	Leader
Ivan Gee	Y

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Non Standard Year Long

Component	Contact Hours
Lecture	24
Online	16

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Technology	Discussion	Discussion board involving regular review of contemporary issues in alcohol and tobacco control	10	
Essay	H. Impacts		40	
Report	R. Interv.		50	

Aims

This module aims to demonstrate the relationship between alcohol, tobacco and the public's health. The module will provide participants with the knowledge and the skills to evaluate evidence, develop interventions and advocate for alcohol and tobacco

control policies.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explore contemporary issues in alcohol and tobacco control
- 2 Critically review the relationship between alcohol, tobacco and health
- 3 Synthesise the evidence for the effectiveness of alcohol and tobacco control interventions in order to develop a local intervention

Learning Outcomes of Assessments

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

Online Discussion Board	1
Essay on health impacts	2
Report on intervention	3

Outline Syllabus

Evidence for the health impacts of alcohol and tobacco; review of control options including: pricing, advertising, social marketing; evaluation of interventions in alcohol and tobacco control; services and partnership working; role of government and non-governmental organisations; advocacy and influencing policy. Local, national and international examples of interventions, policy and strategies.

Learning Activities

Learning will take place through formal and informal sessions involving lectures, seminars, group work, class discussions and directed reading. This module will make extensive use of online resources and online discussion boards.

Notes

The course aims to understand the relationships between public health, alcohol and tobacco. The focus of the course will be on understanding how alcohol interventions and policies can be developed, using the experience of tobacco control to inform the process.

The course will explore the evidence for public health harms associated with alcohol and tobacco and examine how that evidence informs interventions and policy. The programme will assess the range of interventions and policy options used to control alcohol and tobacco. The module will identify local, national and international examples of policy and strategic measures to control both tobacco and alcohol.

Information for Stand Alone/CPD Students

Mode and Duration: This module is delivered through classroom and online methods. There is 24 hours of lectures and 16 hours of online activity, which includes quizzes, discussion board and email contact. The module runs for 12 weeks.

Criteria for Admission: Normally students entering the programme will have completed an Honours degree in a relevant subject. If students have relevant experience in public health but don't have an Honours degree they can be considered for this course. Students with Dip HE in related areas and with relevant experience will also be considered for this course.

Student Support: as a student of Liverpool JMU you will be entitled to the same support as any other student in the university (Please refer to the Student Handbook for further information)

Assessment: the assessment of this module is assessed according to current guidelines within the Academic Framework

Date of programme/module: May 2014

Quality Measures: You will be invited to evaluate the module through an online survey administered by the university

Annual Monitoring: This module/CPD will be considered for quality purposes as part of the MSc Public Health framework Annual Monitoring Report