

Module Specification

2019/20

Part A: Module Summary Information

1 Title of Module	Health Promotion
2 Module Code	TROP976
3 Academic Year	2019/20
4 Semester	2
5 Credit Level	7
6 Credit Value	10
7 Module Convenor	Mary Lyons
8 Deputy Convenor	
9 Other Staff	
10 Board of Studies	International Public Health
11 External Examiner(s)	Professor Daniel Chandramohan
12 Pre-Requisite Modules	None
13 Other Pre-Requisites	Students will normally have completed Semester 1 of an LSTM Master's programme. Students with an academic background equivalent to that normally acquired during Semester 1 will be accepted on the module at the discretion of the module convenor.
14 Modules for which this is a Pre-Requisite	None
15 Co-Requisite Modules	None
16 Programme(s) for which this Module is Mandatory	None
17 Programme(s) for which this Module is Required	MIPH
18 Programme(s) for which this Module is Optional	MIPHHA, MIPHPM, MTID, MTP, MHS, MHHPM

Part B: Learning & Teaching and Assessment Information

19 Aim of the Module

This module aims to provide students with knowledge and a critical understanding of the theory, principles and practices of health promotion.

20 Overview of the Module

The world is in the middle of an epidemiological transition. This creates a need to develop health in all policies and to reorient services towards the promotion of health. The knowledge and skills to do this effectively is in short supply. Through this module you will gain an in-depth perspective on the application of health promotion strategy and policy to reduce the impact of non-communicable diseases in a low-income setting. Topics covered include the historical development of health promotion; the prerequisites for health as a resource for living; the concept of 'healthy public policy' based on the wider determinants of health; the evolution of health promotion theory and practice from early behaviour change to social marketing and nudge theory; the importance of independence and advocacy; the prioritisation of need and tensions linked to resource allocation; concepts of risk and risk communication; and monitoring and evaluation of health promotion. This module will use interactive lectures to introduce a topic and in-depth learning will be developed during seminars and group exercises. For the assessment, you will be asked to select a low-income setting and undertake individual research to write a 2000 word critical review of a behaviour change strategy or policy.

21 Learning and Teaching Strategy

No.	Type	Hours	Notes
21a	Lectures	15	Interactive lectures to provide new information
21b	Seminars	15	Seminars will be used to expand and reinforce learning from topics originally introduced during lectures. They will include discussion of directed reading and student presentations
21c	Tutorials	0	
21d	Laboratory Work	0	
21e	Field Work	0	
21f	Placement	0	
21g	Online	0	
21h	Assessment	0	
21i	Other	10	Group work will be used to provide students with an opportunity to work through case studies and scenarios and further develop their learning in some of the core skills associated with health promotion
21j	Independent Study	60	
	Total	100	

22 Assessment Strategy

No.	Assessment Type	Examination Type	Duration or Word Length	Semester	% of Final Module Mark	Resit/Re-Submission Opportunity	Anonymous Marking	Final Assessment	Description of Assessment
1	Assignment		2000 words	2	100	Yes	Yes	Yes	Students will select a low or middle-income setting and undertake individual research to identify and critically review a suitable behaviour change strategy or policy.

23 Achievement of Learning Outcomes

Upon successful completion of the module, students will be able to:

No.	Learning Outcome	Mode of Assessment	Method of Teaching
1	Critically evaluate theories and models of health promotion and behaviour change and their application at individual and community levels	Assignment	Lectures, seminars, group work
2	Critically review the concept of health risk and risk communication in public health practice.	Assignment	Lectures, seminars, group work
3	Critically evaluate health promotion strategies, policies and practices designed to reduce the health burden from non-communicable diseases in a low-income country setting.	Assignment	Lectures, seminars, group work

24 Development of Skills and Attributes

No.	Skill or Attribute	How Developed	Assessment (if applicable)
1	Critical thinking	Engagement with primary research literature	Assignment
2	Time management	Completion of assessment task to deadline	Assignment
3	Group working	Group exercises and case studies	N/A
4	Presentation skills (Written, visual and oral)	Student-led presentations in seminars	N/A

25 Syllabus

Introduction to health promotion and the historical development of the concept with reference to the Declaration of Primary Health Care at Alma-Ata, WHO's targets for Health for All, the 'Ottawa Charter' (1986) and key developments from subsequent global conferences.

The difference between health and health care and a review of the prerequisites for health as a resource for living.

The concept of 'healthy public policy' based on the wider determinants of health

The evolution of health promotion theory and practice from early behaviour change to some more modern developments such as social marketing and nudge theory.

The importance of independence and advocacy as a public health professional responsibility.

The paradox created by adopting a medical model of health to determine health promotion priorities and needs. Prioritisation of need and tensions linked to resource allocation for prevention, particularly of non-communicable diseases.

Concepts of risk and risk communication in practice. Review of case studies and the use of mass media campaigns.

High risk versus population approaches to health promotion

Social marketing concepts, successes and challenges.

Exploration of specific national health promotion campaigns, with a review of the evidence base, successes and challenges.

Important issues in the monitoring and evaluation of health promotion