

Module Details	
Module Title	Health Education and Promotion
Module Code	HWS5002-B
Academic Year	2024/5
Credits	20
School	School of Nursing and Healthcare Leadership
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Lectures	20
Tutorials	2
Directed Study	158
Interactive Learning Objects	8
Seminars	12

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
For students to develop an understanding of the theory and practice of health promotion and education in order to critically analyse current approaches, policies and campaigns in relation to their impact on health and wellbeing.

Outline Syllabus

Approaches & Strategies: Health promotion and the idea of wellness, definitions of health, historical perspectives, international and national health promotion policies. Social marketing; marketing mix, audience analysis and segmentation, needs-led, targeted approach, limitations. Role of mass media. Community development approach, holistic concepts, participation, empowerment benefits, health inequalities. National health education and promotion campaigns: Models and values of health education and promotion, health belief model, theory of reasoned action, theory of planned behaviour, stages of change model, social learning theory, victim blaming, prejudice and ethical dilemmas. Health legislation and policy: Health legislation and policy: Target setting local & national, gathering statistics, making sense of data. Planning health promotion, examples from contemporary practice, planning, management and evaluation of activities, the improvement of services, bringing about change, setting targets, using tools applied to health promotion. Health education activities and materials. Evaluating existing health campaigns." Health promotion and the idea of wellness, definitions of health, historical perspectives, international and national health promotion policies. Social marketing; marketing mix, audience analysis and segmentation, needs-led, targeted approach, limitations. Role of mass media. Community development approach, holistic concepts, participation, empowerment benefits, health inequalities. National health education and promotion campaigns: Models and values of health education and promotion, health belief model, theory of reasoned action, theory of planned behaviour, stages of change model, social learning theory, victim blaming, prejudice and ethical dilemmas. Health legislation and policy: Target setting local & national, gathering statistics, making sense of data. Planning health promotion, examples from contemporary practice, planning, management and evaluation of activities, the improvement of services, bringing about change, setting targets, using tools applied to health promotion. Health education activities and materials. Evaluating existing health campaigns.

Learning Outcomes

Outcome Number	Description
01	Assess the role of health education and promotion in health and wellbeing policies
02	Critically review a range of theoretical perspectives, concepts and models on health education and health promotion .
03	Appraise health campaigns and plan improvements to the same.
04	Analyse current approaches to the practice of health education and health promotion.
05	Analyse the impact of national health promotion policies.
06	Appraise and design health education material and activities.
07	Employ analytical, critical and written communication skills.
08	Analyse information and present this in an appropriate way.

Learning, Teaching and Assessment Strategy

The module will be delivered using a blended approach of online and on-campus activities. Teaching will include key lectures, seminars, directed study, and tutorials.

LO 1,2,3,4, 5, 6 to be addressed in research informed lectures & seminars which will provide students with the opportunity to acquire information to enhance their knowledge of theoretical perspectives in current approaches to health education & promotion. LO 1, 2, 3, 4, 5 to be addressed in seminars & workshops. This will enable students to develop confidence & skills in interpreting and applying statistical data to communities and applying it to health education campaigns. Group work will allow students to develop communication, presentation & research skills through investigating contemporary campaigns focusing on use of data, targets and statistics. LO 3, 6 to be addressed by group work using current health promotion campaigns will embed understanding of principles & practice of health education in the real world. LO 1, 4, 5 to be addressed by directed study to provide students with the opportunity to read key texts to support assessment development & access additional material & links on VLE. LO 1, 2, 3, 4, 5, 6, 7, 8 to be addressed by directed study and this will also include preparation for tutorials/workshops or individual tutorials with module leader. Use will be made of the VLE to complement technology enhanced learning in the classroom and will provide access to relevant web sites and e-learning resources (LO 1, 2, 3, 4, 5).

Formative Assessment:

Formative feedback will be available during seminar discussions, at individual tutorial sessions and for individual draft work.

Summative Assessment:

LO 3, 6, 7, 8 to be assessed through the preparation of a health education and promotion resource. LO 1, 2, 3, 4, 5, 8 to be assessed via a 10 min presentation & directed question & answer session providing rationale for development of resource.

Individual presentation: 10 Min (+ 5 min Q&A): Evaluation of Health promotion campaign and rationale for development of health promotion material;

New health promotion material for campaign of student choice plus 250 word summary rationale.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Presentation	Individual presentation: 10 Min (+ 5 min Q&A) Rationale for development of health promotion material	50%
Summative	Coursework - Written	Poster/Leaflet/Video/Game	50%
Formative	Coursework	Draft of work	N/A

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.