

Module Title Health Promotion Keywords Mass media, health education, public health policy, needs analysis, health strategy.	Reference AS3032 SCQF Level SCQF 9 SCQF Points 15 ECTS Points 7.5 Created August 2002 Approved May 2011 Amended September 2012 Version No. 2
---	---

This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

None, in addition to SCQF9 entry requirements.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

To provide students with the ability to evaluate key issues relating to health promotion and public health.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

Indicative Student Workload

<i>Contact Hours</i>	Full Time
Lectures/workshops	20
Seminars/tutorial	8

<i>Directed Study</i>	
Directed Study	30

<i>Private Study</i>	
Private Study	92

Mode of Delivery

Theoretical material is delivered by lectures, workshops and web based materials, supported by tutorials and seminars for formative group work and presentations by students.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4,5

- 1.Explain the key elements of contemporary policy issues concerned with public health especially nutrition in the United Kingdom and international contexts.
- 2.Discuss the theories of health education, health promotion, health advocacy and community development.
- 3.Explain health promotion strategies designed to promote behaviour change in differing educational, cultural and socio-economic backgrounds.
- 4.Discuss needs assessment of communities and populations and the principles of programme management, including assessment, planning, implementation, and evaluation.
- 5.Explain the use of mass media by Dietitians and Nutritionists in health education and health promotion to address dietary recommendations at individual and population levels.

Component 1 is a written assignment covering the appropriate use of media in a campaign explaining the background to the chosen topic and the involvement of the team members.

Indicative Bibliography

- 1.GREEN, J. and TONES, K., 2010. *Health promotion: planning and strategies*, 2nd ed. London: Sage Publications Ltd.
- 2.HUBLEY, J. and COPEMAN, J., 2013. *Practical health promotion*. 2nd Edition. Cambridge: Polity Press.
- 3.NAIDOO, J. AND WILLS, J., 2009. *Foundations for health promotion*, 3rd ed. London: Bailliere Tindall Elsevier.
- 4.WILSON, F. and MABHALA, M., 2008. *Key concepts in public health*. London: Sage Publications Ltd.

Indicative Module Content

Introduction to international and UK health promotion strategies, policies, needs assessment, planning, implementation and evaluation. The concept of public health. Organisation and structure of the media and effectiveness in health promotion. The interaction of

diet and other environmental factors (diversity, inequalities, socioeconomic factors) in determining behaviours, lifestyles, and the prevention of disease. Methods of optimising dietary intakes at individual and population levels. Current systems for the provision of health education in the UK. Factors influencing health policy. Definition and philosophies of public health movements.