Health Promotion

Module Code | HP | NQF level: | 7
Credit Value | 20 | Study duration: | 12 weeks

Module description:
This module explores health promotion theory and introduces contemporary models and strategies to guide the design of effective health promotion activities. Students will be introduced to case studies from peer-reviewed literature to explore the “real-world” applications of health promotion theory.

Learning outcomes
On completion of this module, students will be able to:
- critically examine a range of concepts and theories underlying health promotion interventions
- demonstrate an advanced understanding of the social determinants of health
- understand how health promotion activities may be applied to encourage positive health-related behaviours
- explore and critique different approaches to the planning, implementation, and evaluation of effective health promotion strategies

Syllabus
- Principles of Health Promotion
- The social determinants of health
- Models and frameworks for promoting health
- Strategies for putting health promotion into practice

Learning and teaching methods
The Learning and Teaching Methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and Tutor support will be available to students via phone, email, and question and answer (Q&A) sessions.

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission Date</th>
<th>Weighting</th>
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</thead>
<tbody>
<tr>
<td>Written Assignment 1 – e.g. research essay</td>
<td>2,000-2,500 words</td>
<td>Unit 6</td>
<td>50%</td>
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<tr>
<td>Written Assignment 2 – e.g. health promotion project proposal</td>
<td>2,000-2,500 words</td>
<td>Unit 12</td>
<td>50%</td>
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