

Module code	HP	NQF level	7
Credit value	20	Study duration	12 weeks

Health Promotion

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.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Written assignment 1 - e.g. research essay	2,000-2,500 words	Unit 6	50%
Written assignment 2 - e.g. health promotion project proposal	2,000-2,500 words	Unit 12	50%