

Health Promotion 20

A new module has been developed in order to promote shared learning between 'Nursing and Physiotherapy' and 'Public Health' within the new School of Health and Population Sciences. The module will enable students undertaking our programmes and students undertaking the Masters in Public Health to share their learning in order to examine, critically, health promotion theory, research, policy and practice. The new module will be relevant to the practice of all health care professionals, but particularly those with an interest in preventive health.

Health promotion is an important aspect of the work of all healthcare professionals, and central to the work of practitioners working in public health and primary care, in particular. This module enables you to analyse, critically, health promotion policy, research, methods and strategies. Indicative content will include:

- The scope of health promotion: local, national, international.
- Health promotion theories, models and strategies.
- Changing behaviour.
- Mental health promotion.
- Patient and citizen participation within health promotion.
- Collaboration, partnerships, joint working and community development
- Ethics, ideologies, power and politics within health promotion.
- Assessing, planning and evaluating health promotion.
- Commissioning and purchasing health promotion.
- Development and evaluation of health resource to support health promotion activity.

Learning Outcomes

By the end of the module you will be able to:

- Critically discuss health promotion policy, theories and research
- Consider and evaluate health promotion priorities, strategies and methods used with individuals, groups, partnerships and communities
- Critically analyse issues of power, ethics and politics within health promotion policy and practice
- Develop and evaluate, critically, a learning resource

Credits

20 credits

Module Dates

2013/14 dates

12 – 16 May

Assessment

The assessment of the module involves: An essay of 2000 words and the development and evaluation of a health promotion resource. This assignment will require production of both a resource to support health promotion activity and a poster to outline and evaluate the resource.

Stand Alone Course

This module can be taken as a stand alone course if required. To apply, please contact the Programme Administrator:

Telephone: +44 (0)121 414 3126

Email: np-pgadmissions@contacts.bham.ac.uk (<mailto:np-pgadmissions@contacts.bham.ac.uk>)

Fee if taken as a stand alone course

The Home/EU module fee for 2013/14 is £570, the overseas fee is £1467.

Entry requirements if taken as a stand alone course

For further information on fees please contact the Programme Administrator

[Study here and find out why the University of Birmingham was awarded The Times and The Sunday Times University of the Year 2013-14](http://www.birmingham.ac.uk/news/latest/2013/09/20-sep-Birmingham-announced-as-University-of-the-Year.aspx)
(<http://www.birmingham.ac.uk/news/latest/2013/09/20-sep-Birmingham-announced-as-University-of-the-Year.aspx>)

Course fact file

Type of Course: Continuing professional development

Contact

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