



# HLTH310

## Health Promotion

S1 Day 2015

*Department of Health Professions*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit convenor, lecturer, tutor

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X5B 354

Student consultation by appointment

Lecturer

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X5B 354

Student consultation by appointment

Credit points

3

Prerequisites

(39cp including HLTH200) or (39cp and admission to BHumanSc or BA-PsychBHumanSc or BPsych(Hons)BHumanSc)

Corequisites

Co-badged status

Unit description

This unit provides students with an overview of the theories, practices and frameworks of health promotion as a planned approach to the improvement of health in population groups. It focuses on both local and global health promotion issues. The unit aims to increase students' understanding of the determinants of health and how these impact on the planning, implementation and evaluation of health promotion initiatives. The teaching approach facilitates a systematic approach to health promotion initiatives. The unit uses a mixture of academic texts, case studies, scenarios and reflective learning practices to immerse students in the study of modern health promotion and disease prevention and reduction practices. While designed primarily for health studies students, the unit is also suitable for students from other programs who may be interested in the social, economic, political and geographic aspects of this fundamental area of human health endeavours.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Define and describe health promotion and its place within the area of public health, both nationally and internationally.

Summarise key theories of contemporary health promotion and their connection to health determinants.

Critically analyse some health promotion programs and projects in terms of their application of theories and practices of contemporary health promotion.

Discuss and make informed opinions about some of the social, cultural, economic and political factors that may influence health promotion initiatives nationally and internationally.

Describe the various elements that are needed to plan, implement and evaluate a health promotion initiative and be able to apply this knowledge to the development of a health promotion initiative.

Examine and form opinions about academic writings on the process and application of an evidence-based approach to health promotion initiatives.

Gain some insights into the rapidly evolving nature of health promotion globally and the effect on health promotion practitioners, with an emphasis on working in teams, across sectors and incorporating continuous flexible learning practices.

## General Assessment Information

### Assessment/Standards

Macquarie University uses the following grades in coursework units of study:

HD	High Distinction	85-100
D	Distinction	75-84
CR	Credit	65-74
P	Pass	50-64

F	Fail	0-49
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Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy, which is available at: <http://www.mq.edu.au/policy/docs/grading/policy.html>

Further details for each assessment task will be available on iLearn.

All final grades in the Faculty of Human Sciences are determined by a grading committee and are not the sole responsibility of the Unit Convenor.

Students will be awarded one of these grades plus a Standardised Numerical Grade (SNG). The SNG is not necessarily a summation of the individual assessment components. The final grade and SNG that are awarded reflect the corresponding grade descriptor in the Grading Policy.

To pass this unit, students must complete all assessments and receive a total mark of at least 50%.

### **Extensions for Assessment Tasks**

Applications for assessment task (including exam) extensions **must** be submitted via [www.ask.mq.edu.au](http://www.ask.mq.edu.au). For further details please refer to the Disruption to Studies Policy available at [http://mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://mq.edu.au/policy/docs/disruption_studies/policy.html)

### **Late Submission of Work**

All assignments which are officially received after the due date, and where no extension has been granted by the course convenor or tutor, will incur a deduction of 10% for the first day, and 5% for each subsequent day including the actual day on which the work is received. Weekends and public holidays are included. For example:

Due Date	Received	Days Late	Deduction	Raw Mark	Final Mark
Friday, 14th	Monday, 17 <sup>th</sup>	3	20%	e.g. 65%	45%

## **Assessment Tasks**

Name	Weighting	Due
<a href="#">Critical appraisal</a>	20%	Week 4
<a href="#">Group work presentation</a>	25%	week 8

Name	Weighting	Due
<a href="#"><u>Group work reflection report</u></a>	10%	Week 8
<a href="#"><u>Essay</u></a>	35%	Week 13
<a href="#"><u>Tutorial participation</u></a>	10%	Continuous

## Critical appraisal

Due: **Week 4**

Weighting: **20%**

This assignment gives students an opportunity to give their considered assessment of two academic journal articles (from a list of journals to be distributed) about the same health issue. Students are to identify the approach taken by the authors and reflect on the opinion or evidence provided and how the two articles differ from each other. Further information is available on the iLearn space.

On successful completion you will be able to:

- Discuss and make informed opinions about some of the social, cultural, economic and political factors that may influence health promotion initiatives nationally and internationally.
- Describe the various elements that are needed to plan, implement and evaluate a health promotion initiative and be able to apply this knowledge to the development of a health promotion initiative.
- Examine and form opinions about academic writings on the process and application of an evidence-based approach to health promotion initiatives.
- Gain some insights into the rapidly evolving nature of health promotion globally and the effect on health promotion practitioners, with an emphasis on working in teams, across sectors and incorporating continuous flexible learning practices.

## Group work presentation

Due: **week 8**

Weighting: **25%**

This assessment is the end-product (an in-class presentation) of a small group project which gives students an opportunity to implement core content from the course. The group is to plan, develop and design one assigned aspect of a health promotion initiative. Students will employ research skills, planning abilities, creative talents, interpersonal skills and management experience to develop a health promotion initiative.

Presentation time is maximum of 15 minutes with a five minutes for questions and answers. A copy of the presentation materials (e.g. powerpoint slides etc) and any other materials used during the presentation is to be submitted and should include a list of references/websites/ personal communication etc used in developing the presentation. Further information is available on the iLearn space.

On successful completion you will be able to:

- Define and describe health promotion and its place within the area of public health, both nationally and internationally.
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- Discuss and make informed opinions about some of the social, cultural, economic and political factors that may influence health promotion initiatives nationally and internationally.
- Describe the various elements that are needed to plan, implement and evaluate a health promotion initiative and be able to apply this knowledge to the development of a health promotion initiative.
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## Group work reflection report

Due: **Week 8**

Weighting: **10%**

This short individual report is to provide students with an opportunity to reflect on the role they had to adopt in the small group project in addressing the topic and the assigned approach. The report should include comment on the health promotion issue and the experience of doing the group project. Reports should be no more than 700 words in length. This task also requires the completion and submission of an assessment sheet, on which individual assesses each group member's contribution (including their own) to the overall group. Further information is available on the iLearn space.

On successful completion you will be able to:

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- Discuss and make informed opinions about some of the social, cultural, economic and

political factors that may influence health promotion initiatives nationally and internationally.

- Gain some insights into the rapidly evolving nature of health promotion globally and the effect on health promotion practitioners, with an emphasis on working in teams, across sectors and incorporating continuous flexible learning practices.

## Essay

Due: **Week 13**

Weighting: **35%**

This assignment provides an opportunity for students to reflect on a health promotion issue that has received some coverage during the course. Selecting one essay topic from a short list, students will be required to find a case study that illustrates the chosen health promotion approach or topic – and will consist of three separate sections/questions on that topic. The task will include critical analysis of the strengths and limitations of the case study as an example of the health promotion initiative and consideration of its potential application to other populations. There is a word limit of 2000 words for the whole essay (all sections combined). Further information is available on the iLearn space.

On successful completion you will be able to:

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- Critically analyse some health promotion programs and projects in terms of their application of theories and practices of contemporary health promotion.
- Discuss and make informed opinions about some of the social, cultural, economic and political factors that may influence health promotion initiatives nationally and internationally.
- Describe the various elements that are needed to plan, implement and evaluate a health promotion initiative and be able to apply this knowledge to the development of a health promotion initiative.
- Examine and form opinions about academic writings on the process and application of an evidence-based approach to health promotion initiatives.
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## Tutorial participation

Due: **Continuous**

Weighting: **10%**

This assessment will reflect on whether students come prepared to answer and to pose questions relevant to the topic and the assigned readings. Assessment will include whether contributions are thoughtful, whether students are prepared to listen to others and respect others' views, and the degree of critical reflection on the relevant lectures and readings. In addition to volunteering contributions to the discussion, students will be selected to respond to questions by the tutor. Roll will be taken each tutorial.

On successful completion you will be able to:

- Define and describe health promotion and its place within the area of public health, both nationally and internationally.
- Summarise key theories of contemporary health promotion and their connection to health determinants.
- Critically analyse some health promotion programs and projects in terms of their application of theories and practices of contemporary health promotion.
- Discuss and make informed opinions about some of the social, cultural, economic and political factors that may influence health promotion initiatives nationally and internationally.
- Describe the various elements that are needed to plan, implement and evaluate a health promotion initiative and be able to apply this knowledge to the development of a health promotion initiative.
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## Delivery and Resources

### About this Unit

HLTH310 Health Promotion provides students with an overview of the theories, practices and frameworks of health promotion as a planned approach to improvement of health in population groups and within the context of modern public health. It focuses on both local and global health promotion issues. The unit aims to increase students' understanding of the social determinants of health and how these impact the planning, implementation and evaluation of health promotion activities. While designed primarily for Health Studies students and Bachelor of Human Science



students, the unit is also suitable for students from other programs who may be interested in the social, economic, political and geographic aspects of this fundamental area of human health endeavours.

### **Prerequisites**

The prerequisite for entry into HLTH310 is 39cp which must include HLTH200. Students outside the above mentioned health, psychology and human sciences degrees are also very welcome in HLTH310 as long as they meet these prerequisites.

### **Technology:**

HLTH310 makes use of web-based teaching support using iLearn (Moodle). Students will need access to a computer and to the internet.

**Delivery and workload:** There are a total of three (3) contact hours per week - being two hours of lectures and one for the tutorial. Attendance is expected at all lectures and tutorials - this unit is not offered as an external unit. Recording of lectures is for the purpose of back-up in the event of unavoidable absences - frequent in-class discussion and the occasional recording difficulty may diminish the quality of the recording.

In addition to the face-to-face hours, the expected workload is (on average): 2 for required readings for lectures and tutorials, 1 for research, and 3 for assessments. This is a total of 9 hours per week. There may be peak times when assessments are due, so students are advised to plan well ahead of time to take this and their other commitments into consideration.

### **Resources:**

Required text:

Keleher, H. and MacDougall, C., Understanding Health, 2011, 3rd edition. Oxford University Press.

Recommended texts:

Bauman, A. and Nutbeam, D., 2014. Evaluation in a Nutshell. A practical guide to the evaluation of health promotion programs. McGraw Hill Medical.

Nutbeam, D., Harris, E. and Wise, M., 2010. Theory in a Nutshell. A practical guide to health promotion theories. 3rd ed. McGraw Hill Medical.

## **Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](http://ask.mq.edu.au).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

#### Learning outcome

- Describe the various elements that are needed to plan, implement and evaluate a health promotion initiative and be able to apply this knowledge to the development of a health promotion initiative.

#### Assessment tasks

- Group work presentation
- Tutorial participation

### Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

#### Learning outcomes

- Critically analyse some health promotion programs and projects in terms of their application of theories and practices of contemporary health promotion.
- Discuss and make informed opinions about some of the social, cultural, economic and political factors that may influence health promotion initiatives nationally and internationally.
- Describe the various elements that are needed to plan, implement and evaluate a health promotion initiative and be able to apply this knowledge to the development of a health

promotion initiative.

- Examine and form opinions about academic writings on the process and application of an evidence-based approach to health promotion initiatives.
- Gain some insights into the rapidly evolving nature of health promotion globally and the effect on health promotion practitioners, with an emphasis on working in teams, across sectors and incorporating continuous flexible learning practices.

## Assessment tasks

- Group work presentation
- Group work reflection report
- Essay

## Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

## Learning outcomes

- Discuss and make informed opinions about some of the social, cultural, economic and political factors that may influence health promotion initiatives nationally and internationally.
- Gain some insights into the rapidly evolving nature of health promotion globally and the effect on health promotion practitioners, with an emphasis on working in teams, across sectors and incorporating continuous flexible learning practices.

## Assessment tasks

- Group work reflection report
- Tutorial participation

## Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

## Learning outcomes

- Define and describe health promotion and its place within the area of public health, both nationally and internationally.
- Summarise key theories of contemporary health promotion and their connection to health determinants.
- Critically analyse some health promotion programs and projects in terms of their application of theories and practices of contemporary health promotion.
- Discuss and make informed opinions about some of the social, cultural, economic and political factors that may influence health promotion initiatives nationally and internationally.
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- Gain some insights into the rapidly evolving nature of health promotion globally and the effect on health promotion practitioners, with an emphasis on working in teams, across sectors and incorporating continuous flexible learning practices.

## Assessment tasks

- Critical appraisal
- Group work presentation
- Essay
- Tutorial participation

## Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## Learning outcomes

- Define and describe health promotion and its place within the area of public health, both nationally and internationally.

- Summarise key theories of contemporary health promotion and their connection to health determinants.
- Critically analyse some health promotion programs and projects in terms of their application of theories and practices of contemporary health promotion.
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- Gain some insights into the rapidly evolving nature of health promotion globally and the effect on health promotion practitioners, with an emphasis on working in teams, across sectors and incorporating continuous flexible learning practices.

## **Assessment tasks**

- Critical appraisal
- Group work presentation
- Essay
- Tutorial participation

## **Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

## **Learning outcomes**

- Critically analyse some health promotion programs and projects in terms of their application of theories and practices of contemporary health promotion.
- Describe the various elements that are needed to plan, implement and evaluate a health promotion initiative and be able to apply this knowledge to the development of a health promotion initiative.
- Examine and form opinions about academic writings on the process and application of an evidence-based approach to health promotion initiatives.

- Gain some insights into the rapidly evolving nature of health promotion globally and the effect on health promotion practitioners, with an emphasis on working in teams, across sectors and incorporating continuous flexible learning practices.

## **Assessment tasks**

- Critical appraisal
- Group work presentation
- Group work reflection report
- Essay

## **Effective Communication**

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## **Learning outcomes**

- Summarise key theories of contemporary health promotion and their connection to health determinants.
- Describe the various elements that are needed to plan, implement and evaluate a health promotion initiative and be able to apply this knowledge to the development of a health promotion initiative.
- Gain some insights into the rapidly evolving nature of health promotion globally and the effect on health promotion practitioners, with an emphasis on working in teams, across sectors and incorporating continuous flexible learning practices.

## **Assessment tasks**

- Critical appraisal
- Group work presentation
- Group work reflection report
- Essay
- Tutorial participation

## **Engaged and Ethical Local and Global citizens**

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded,

sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

## **Learning outcomes**

- Define and describe health promotion and its place within the area of public health, both nationally and internationally.
- Summarise key theories of contemporary health promotion and their connection to health determinants.
- Critically analyse some health promotion programs and projects in terms of their application of theories and practices of contemporary health promotion.
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## **Assessment tasks**

- Group work presentation
- Tutorial participation

## **Socially and Environmentally Active and Responsible**

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

## **Learning outcomes**

- Define and describe health promotion and its place within the area of public health, both nationally and internationally.
- Critically analyse some health promotion programs and projects in terms of their application of theories and practices of contemporary health promotion.



- Discuss and make informed opinions about some of the social, cultural, economic and political factors that may influence health promotion initiatives nationally and internationally.
- Describe the various elements that are needed to plan, implement and evaluate a health promotion initiative and be able to apply this knowledge to the development of a health promotion initiative.
- Gain some insights into the rapidly evolving nature of health promotion globally and the effect on health promotion practitioners, with an emphasis on working in teams, across sectors and incorporating continuous flexible learning practices.

## **Assessment tasks**

- Group work presentation
- Group work reflection report
- Essay