



HLTH310

Health Promotion

S1 Day 2018

Department of Educational Studies

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

Melissa Johnstone

melissa.johnstone@mq.edu.au

Contact via 02-9850-9807

Rm 265, X5B

By Appointment

Tutor

Fernando Hincapie

fernando.hincapie@mq.edu.au

Credit points

3

Prerequisites

(39cp at 100 level or above including HLTH200) or (39cp and admission to BHumanSc or BA-PsychBHumanSc or BPsych(Hons)BHumanSc or BSpHLScBHumanSc)

Corequisites

ECH326 or EDUC363 or MKTG309 or PSY339 or SOC322

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 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

Grade descriptors and other information concerning grading are contained in the Macquarie University Assessment Policy, which is available at: <https://staff.mq.edu.au/work/strategy-plannin>

[g-and-governance/university-policies-and-procedures/policies/assessment](https://unitguides.mq.edu.au/unit_offerings/90927/unit_guide/print)

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.

Department of Educational Studies (EC) Academic Honesty Guidelines:

All assignments should cite and provide full bibliographical details of all material that you have used to inform or support your ideas. At the Department of Educational Studies, students are required to use the American Psychological Association (APA) referencing procedures.

Assignment extensions and late penalties

Applications for extensions must be made via AskMQ at <https://ask.mq.edu.au> as a "Special Considerations" request before the submission date. Students who experience a disruption to their studies through ill-health or misadventure are able to apply for this request. Extensions can only be granted if they meet the Special Considerations Policy and are submitted via ask.mq.edu.au. This will ensure consistency in the consideration of such requests is maintained.

In general, there should be no need for extensions except through illness or misadventure that would be categorised as unavoidable disruption according to the University definition of same, and currently available at: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

Late submissions without extension will receive a penalty of 5% reduction of the total possible mark for each day late (including weekends and public holidays). You are reminded that submitting even just 1 day late could be the difference between passing and failing a unit. Late penalties are applied by unit convenors or their delegates after tasks are assessed.

No assessable work will be accepted after the return/release of marked work on the same topic. If a student is still permitted to submit on the basis of unavoidable disruption, an alternative topic may be set.

Students should keep an electronic file of all assessments. Claims regarding "lost" assessments cannot be made if the file cannot be produced. It is also advisable to keep an electronic file of all drafts and the final submission on a USB untouched/unopened after submission. This can be used to demonstrate easily that the assessment has not been amended after the submission date.

Assessment Tasks

Name	Weighting	Hurdle	Due
Group work presentation	10%	No	1 May
Group work reflection report	10%	No	1 June
Essay	35%	No	13 April, 11.59pm
Final Exam	45%	No	Exam period

Group work presentation

Due: **1 May**

Weighting: **10%**

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 a health promotion initiative. Suggested topics will be provided however, students can select their own health promotion topic. 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 5 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.
- 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.

Group work reflection report

Due: **1 June**

Weighting: **10%**

This 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. Further information is available on the iLearn space.

Word Length: 1500 words

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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Essay

Due: **13 April, 11.59pm**

Weighting: **35%**

Students are required to write an essay on the utility of technology in Health Promotion, using a case study or health topic to illustrate.

Specifically, there has been an increase in the use of technology in health promotion, such as Apps and social media. Students are required to reflect on how this approach compares with the principles of health promotion detailed in this key article:

Suzanne F. Jackson, S.F. (2017). How can health promotion address the ecological determinants of health? *Global Health Promotion*, 24 (4), 3-4. <https://doi.org/10.1177/1757975917747448>

Students will need to utilise a number of readings both from the course material and from their

own research into the topic. Specifically, students are required to a) select a case study or health topic (e.g., tobacco smoking) to consider health technology within this broader framework; b) critically analyse the research on the two perspectives, including effectiveness, and c) provide a conclusion on the effectiveness of technology in Health Promotion, and any recommendations for application.

Essays will be submitted via turnitin.

Further information will be available on the iLearn space.

Word Length: 1800 words

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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- 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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Final Exam

Due: **Exam period**

Weighting: **45%**

- 2 hour exam (with 10 mins reading time)
- Closed book exam
- 30 MC questions worth 1 mark each
- 3 x short answer questions worth 5 marks each
- Questions will be derived from content from lectures, tutorials and associated readings.

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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- 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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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.

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. Some lectures will be pre-recorded while other lectures will be provided as face-to-face lectures (and still recorded). Please check iLearn for the schedule of lectures. Attendance is expected at all tutorials.

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., & MacDougall, C. (2015). *Understanding Health*, 4th 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.

Unit Schedule

Below is a list of topics to be covered in HLTH310. Please note that order of delivery may change, and students should check the detailed schedule on ilearn.

Week	Lecture Topics
1	Introduction Brief History Of Health Promotion
2	Health Promotion In A Global Context Evidence-Based HP/Intelligence Gathering
3	Evaluation Of HP Social Impact Assessments, Health Impact Assessments
4	Settings-Based HP Part I Settings-Based HP Part II
5	Working Across Sectors

	Targeting Specific Health Issues
6	<i>Easter Monday/Public Holiday</i>
	Understanding Graphical Approaches In HP
7	Health Promotion Case Study
	Community-Based Health Promotion
8	Targeting Broader Determinants Of Health
	Building Capacity
9	Health Promotion Case Study
	Health Promotion Case Study
10	Legislation, Enforcement And Engineering.
	Health Promotion Case Study
11	Health Promotion Campaigns Strengths And Weaknesses
	Communicating Public Health And Health Promotion Data Using GIS
12	Program Development
	Program Management

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)

- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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.

Academic Honesty and Assignments

All assignments should cite and provide full bibliographical details of all material that you have used to inform or support your ideas. At the Department of Educational Studies, students are required to use the American Psychological Association (APA) referencing procedures.

When preparing assignments, it is essential that:

- Students must retain a copy of all assignments before submission, and retain the copy until your final grade for the subject has been received;
- Marks will be deducted if you submit your assessment late (refer to the 'late assessments' section below for more details);
- Unless there are exceptional circumstances, no assessment will be accepted after the date that the assessment has been returned to other students.
- If an assessment is considered to be below passing standard, another staff member on the unit will provide a second opinion. No failed assessment may be re-submitted.

Final Submissions

- Students are responsible for checking that their submission has been successful and has been submitted by the due date and time.
- Late submissions due to last minute technical difficulties will incur a lateness penalty.

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) 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

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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

- Final Exam

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
- Final Exam

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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- 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
- Essay
- Final Exam

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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- 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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Assessment tasks

- Group work presentation

- Essay
- Final Exam

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

- 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

- Group work presentation
- Group work reflection report
- Essay
- Final Exam

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.
- 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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Assessment tasks

- Group work presentation
- Final Exam

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.
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Assessment tasks

- Group work presentation
- Group work reflection report
- Essay

Changes from Previous Offering

Since previous offerings, in 2018 HLTH310 is introducing a mix of pre-recorded lectures and face-to-face lectures. Please refer to the Detailed Schedule on ilearn for further details and dates.