

MODULE SPECIFICATION FORM

Module Title: Public Health: Principles and Methods	Level: 4	Credit Value: 20
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Module code: HLT410	Cost Centre: GANG	JACS3 code:
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Semester(s) in which to be offered: 2	With effect from: September 2013
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Office use only: To be completed by AQSU:	Date approved: September 2013 Date revised: - Version no: 1
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Existing/New: New	Title of module being replaced (if any):
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Originating Academic Department: Health Sciences	Module Leader: Sarah Jowett
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Module duration (total hours): 200 Scheduled learning & teaching hours: 40 Independent study hours: 160 Placement hours	Status: core/option/elective (identify programme where appropriate): Core BSc Health, Wellbeing and Community
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Programme(s) in which to be offered: BSc Health, Wellbeing and Community	Pre-requisites per programme (between levels):
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<p>Module Aims:</p> <p>To develop students understanding of public health and health promotion principles To introduce the use of community health needs assessment to prioritise health promotion in public health</p>

Expected Learning Outcomes:

At the end of this module, students will be able to:

Knowledge and Understanding:

1. Respond to public health and wellbeing needs in a defined community or population using routine published information , evidence and population data
2. Demonstrate understanding of the principles of health promotion and prevention and their application to an identified health need
3. Identify and discriminate the potential areas for health promotion and prevention in an identified population
4. Develop health promotion information with the intention of improving health

Transferable/Key Skills and other attributes:

- Collaborate and plan as a team member and contribute to the work of a team.
- Contribute proactively to the aims and organisation of a team.
- Use information and communications technology competently and effectively in a range of applications to include information gathering and retrieval.
- Use information and communications technology to enhance verbal and written presentations, and to facilitate relevant information retrieval.
- Use numbers to support or counter an argument.
- Collect simple published quantitative information.
- Use appropriate charts and graphs to display numerical data effectively.
- Draw appropriate conclusions from tables of numbers and from charts.

Assessment:

1. Coursework: (100%) The student will develop a 500 word health promotion leaflet targeted at an identified health need from a community they have been exploring. The student will provide a supporting 2000 word assignment providing a rationale to support the development of their leaflet, identifying the needs of an identified community, the target group for the leaflet and why they prioritised this area.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2, 3, 4	Coursework	100%		2,500

Learning and Teaching Strategies:

Interactive lectures will be used to provide core knowledge. This will be supported by online materials, smaller group seminar work and tutorials. Students will undertake directed group learning activities to enable them to review the health needs of a community. An online Moodle forum will be established to facilitate discussion and the sharing of learning and resources within the student community.

Independent learning will be spent researching and reading in support of the subject area and preparing for group and individual assessments

Syllabus outline:

History of Public Health and health of populations. Epidemiology and the use of health data; measurements of mortality and morbidity, Health surveillance, health needs and health needs assessment /assessment of public wellbeing.

Methods of health protection, sanitation and infection control, communicable disease and epidemics, herd and individual immunity. Occupational Health. Public Health emergencies. World Health Organisation and key global issues in public health. Environmental sustainability and Public Health

Health Promotion, aims, values and ethical considerations, levels, models and strategies for health promotion

Bibliography:

Essential reading:

Cavanagh, S and Chadwick, S (2005) *Health Needs Assessment. A Practical Guide*.
www.nice.org.uk/media/150/35Health_Needs_Assessment_A_Practical_Guide.pdf 9/6/13

Hawtin, M and Percy Smith J (2007) *Community Profiling: A Practical Guide* Open University Press

Lee LM., Thacker SB., St Louis ME., and Teutsch SM. PhD (Author), Michael E. St. Louis MD (Author), Steven M. Teutsch MD MPH (Author) (2010) *Principles and Practice of Public Health Surveillance* Oxford University Press. UK

Scriven, A (2010) *Promoting Health. A Practical Guide: Ewles and Simnett* 6th edition. Balliere Tindall

Other indicative reading:

Choi, B.C.K (2012) The Past, Present and Future of Public Health Surveillance *Scientifica*
<http://dx.doi.org/10.6064/2012/875253> accessed 8/6/13

Public Health England www.healthandcare.dh.gov.uk/category/public-health/phe/

Public Health Wales www.wales.nhs.uk/siteplus/888/home

Skills for Health (2008) *Public Health Skills and Career Framework. Multidisciplinary, Multi – agency and Multi- professional* Public Health Resource Unit

Scottish Public Health Network www.scotphn.net/

UK National Statistics Hub <http://www.statistics.gov.uk/hub/health-social-care>