

## Module specification

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Module Code	HLT530
Module Title	Strategies for Health Improvement and Promotion
Level	5
Credit value	20
Faculty	SLS
HECoS Code	100473
Cost Code	GAHW
Pre-requisite module	N/A

### Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc(Hons) Public Health and Wellbeing	Core
BSc(Hons) Mental Health and Wellbeing	Core
Dip HE Health and Social Wellbeing	Core
FdA Football and Community Development	Core

### Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
<b>Active learning and teaching hours total</b>	<b>30 hrs</b>
Placement hours	0 hrs
Guided independent study hours	170 hrs
<b>Module duration (Total hours)</b>	<b>200 hrs</b>

### Module aims

This module will provide knowledge and understanding of established strategies for promoting and improving health, mental health and wellbeing. It will cover strategies such as social prescribing, health education and a 'settings approach' and discuss the strengths and limitations of these, as well as their application within specific populations.

## Module Learning Outcomes

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

1	Identify populations to be targeted for health improvement and promotion strategies and analyse their needs and the potential challenges practitioners may face when working with them.
2	Evaluate the efficacy and effectiveness of different strategies for health improvement and promotion, including social prescribing, health education and a settings approach.
3	Critically appraise the strengths, limitations and relevance of various health improvement and promotion strategies for specific populations.
4	Develop a strategy to improve or promote health, mental health or wellbeing for a specific population.

## Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

### Assessment 1:

Students will be required to develop a strategy for improving or promoting health, mental health or wellbeing for a specific population of their choice. They should produce a 2,000-word report detailing the rationale, details of, and evidence for, the proposed strategy, alongside a 'resource' (equivalent to 1,000-words) for their target audience. The resource could be a promotional video, educational leaflet or other commonly used method of health communication.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4	Coursework	3000 words	100	N/A

## Derogations

None

## Learning and Teaching Strategies

The learning and teaching strategy for this module follows WGU's Active Learning Framework. Students are required to attend 'synchronous' workshops that will include the delivery of module content alongside individual and group discussions and tasks. They are also required to complete 'asynchronous' directed study tasks provided on the Virtual Learning Environment (VLE), such as watching recorded lectures, engaging with discussion

forums, and undertaking quizzes, individual and group tasks, key readings and reflective activities.

## Welsh Elements

Students are entitled to submit assessments in the medium of Welsh.

## Indicative Syllabus Outline

- Frameworks for health improvement and promotion (e.g. Beattie, Tannahill)
- Social prescribing
- Health education
- A 'settings approach' (e.g. schools and workplaces)
- Strengths and limitations of strategies
- Strategies in practice
- Working with groups; benefits and barriers
- Improving and promoting health in applied populations (e.g. socially excluded groups, homeless, prisoners, LGBTQ+, asylum seekers and refugees).

## Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

## Essential Reads

Green, J., Cross, R., Woodall, J. and Tones, K. (2019), *Health Promotion: Planning and Strategies*. (4th ed). London: Sage.

## Other indicative reading

Arxer, S. and Murphy, J. eds. (2019), *Community-Based Health Interventions in an Institutional Context*. Cham, Switzerland: Springer.

Brown, J., Learmonth, A. and Mackereth, C. eds. (2015), *Promoting Public Mental Health and Well-being: Principles into Practice*. London: Jessica Kingsley Publishers.

Faulconbridge, J., Hunt, K. and Laffan, A., eds. (2018), *Improving the Psychological Wellbeing of Children and Young People: Effective Prevention and Early Intervention Across Health, Education and Social Care*. London: Jessica Kingsley Publishers.

Hodgins, M., Fleming, P. and Griffiths, J. (2016), *Promoting Health and Well-being in the Workplace: Beyond the Statutory Imperative*. London: Red Globe Press.

Wilson, F. (2015), *Health Improvement and Wellbeing: Strategies for Action*, Berkshire: Open University Press.

### Administrative Information

<b>For office use only</b>	
Initial approval date	6 <sup>th</sup> December 2021
With effect from date	September 2022
Date and details of revision	July 2025 – included FdA Football and Community Development programme title for Sept 2025.
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