

Prifysgol Wrexham Wrexham University

Module specification

When printed this becomes an uncontrolled document. Please access the **Module Directory** for the most up to date version by clicking on the following link: [Module directory](#)

Module Code	HLT626
Module Title	Behaviour Change in Communities – Theory, Policy, and Practice
Level	6
Credit value	20
Faculty	FSLS
HECoS Code	100473
Cost Code	GAHW
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BA (Hons): Football and Community Development (Top up)	Core
BSc Public Health and Wellbeing Top Up (Pending Validation)	Core

Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	24 hrs
Placement hours	0 hrs
Guided independent study hours	176 hrs
Module duration (Total hours)	200 hrs

Module aims

This module will provide knowledge and understanding of health-related behaviour change. It will introduce students to a range of sociological and psychological theories and models relevant to behaviour change, and critically discuss their strengths and limitations, application to health and physical activity improvement and promotion strategies, and challenges in practice.



Module Learning Outcomes

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

1	Critically appraise the strengths and limitations of behaviour change as a strategy in communities.
2	Critically discuss the range of sociological and psychological theories and models available and the need to be selective in the choice of theories and models to underpin health and physical activity improvement and promotion strategies.
3	Critically explain a sociological or psychological theory or model of their choice.
4	Critically evaluate the evidence base surrounding the use of a behaviour change theory or model to underpin a health improvement or promotion strategy of their choice.

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.

Written Assignment - Students will be required to select an existing policy, campaign or intervention, and critically explain and evaluate the application of the behaviour change theory or model that may have underpinned it. Students should produce a 3,000-word case study discussing aspects such as:

- Details of the selected policy, campaign or intervention, its audience, and any existing evidence regarding its efficacy / effectiveness.
- Details of the behaviour change theory or model that underpinned the policy, campaign or intervention, how it was applied, and if / how it contributed to the efficacy / effectiveness.

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

Derogations

N/A

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

The programmes will be delivered through the medium of English. Students are entitled to submit assessments in the medium of Welsh. If students wish to converse in Welsh, they will be assigned a Welsh speaking personal tutor. Students will be sign posted to relevant opportunities via the VLE and MS Teams page.

Indicative Syllabus Outline

- The policy process
- Strengths and limitations of behaviour change as a strategy for changes in the community
- Sociological theories for behaviour change
- Psychological models for behaviour change

Indicative Bibliography

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

Essential Reads

Prestwich, A., Kenworthy, J. and Conner, M. (2018), *Health Behavior Change: Theories, Methods and Interventions*. Oxon: Routledge.

Other indicative reading

Bloyce, B. and Smith, A. (2025), *Sport Policy and Development*. London: Routledge.

Barry, A. and Yuill, C. (2016), *Understanding the Sociology of Health: An Introduction*. London: Sage.

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

Mason, P. (2019), *Health Behavior Change: A guide for Practitioners*, 3rd Edition, London: Elsevier Ltd.

Ogden, J. (2019), *Health Psychology*. 6th ed. London: McGraw-Hill Education.

Scriven, A. (2017), *Ewles and Simnett's Promoting Health: A Practical Guide*, 7th Edition, London: Elsevier Ltd.

Administrative Information

For office use only	
Initial approval date	18/07/2025
With effect from date	08/09/2025
Date and details of revision	
Version number	1.0