

## Health Promotion (Elective)

**Credit Value:** 10

**Course Organiser:** Professor Amanda Amos

**Course Instructor(s):** Professor Amanda Amos and guest lecturers

**Time:** Semester 1 Weeks 1-11  
Monday 11:10-13:00

**Short course description:** The course will introduce and explore some of the key concepts and models in health promotion and health education and their underpinning principles and values. The main part of the course will consider the stages involved in health promotion programme planning, development and evaluation. This will include critical reflection on most widely used models and theories of health-related behavioural change. Examples of good practice will be used to illustrate and explore key issues.

**Course prerequisites:** None

**Aim:** To provide an introduction to the theory and practice of health promotion, and to critically review approaches to planning and evaluation in health promotion and their application.

**Learning objectives:**

- Describe and discuss the factors, principles, perspectives and theories which contribute to and shape current health promotion policy and practice.
- Show a critical understanding of a range of approaches and methods used in health promotion planning and evaluation, and their appropriateness and applicability.
- Describe and discuss the main stages involved in planning and evaluating health promotion programmes and activities.

**Teaching methods:** The course will use a mixture of learning methods including lectures, workshops and self-directed learning.

**Assessment:** An essay (2500 words) in which the student will produce a plan for a health promotion programme or intervention on a topic of their own choice.