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MODULE SPECIFICATION

Academic Year (student cohort covered by specification)	2020-21
Module Code	PHM213
Module Title	Principles and Practice of Health Promotion
Module Organiser(s)	Annik Sorhaindo
Contact email	<p>The LSHTM distance learning programmes and modules are run in collaboration with the University of London. Enquiries may be made via their Student Advice Centre.</p> <p>(Enquiries from face-to-face i.e. London-based the LSHTM MSc or research students regarding study of DL modules should be emailed to: distance@lshtm.ac.uk).</p>
Faculty	<p>Public Health & Policy: The London School of Hygiene & Tropical Medicine</p> <p>https://www.lshtm.ac.uk/research/faculties/php</p>
FHEQ Level	Level 7
Credit Value	<p>CATS: 15</p> <p>ECTS: 7.5</p>
HECoS Code	101317: 101307
Mode of Delivery	Distance Learning
Mode of Study	Directed self-study, through online materials (Virtual Learning Environment)
Language of Study	English
Pre-Requisites	<p>This module builds on concepts introduced in the core module PHM107 Foundations for Health Promotion; therefore, students are strongly advised to complete PHM107 prior to studying this module. Please note that while PHM107 is not a mandatory prerequisite, it is recommended that students who have not studied PHM107 have read the core textbook for PHM107 and have worked through the activities.</p>
Accreditation by Professional Statutory and Regulatory Body	None
Module Cap (Maximum number of students)	None
Target Audience	This module is available to students registered for the DL MSc and PGDip in Public Health. It is recommended for students



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	<p>studying the MSc in Public Health: Environment & Health and General streams and compulsory for: Health Promotion stream. The module is also open to students on the DL PGDip/MSc Clinical Trials, Epidemiology, Global Health Policy and Infectious Diseases programmes. Alternatively, it can also be taken as an individual module.</p>
Module Description	<p>This module provides students with advanced concepts and tools in the practice of health promotion to help them understand the multi-levelled and complex determinants of health, strategies and interventions that can be undertaken at the global, community, or individual levels to address individual behaviour, social norms, rights and responsibilities, political, economic and environmental factors to improve health.</p>
Duration	<p>Studies for distance learning modules begin in early October. At this time, module materials will be made available on Moodle and the module textbook will be made available in either e-format or hard copy, once fees have been paid. Students may start their studies at any time from the beginning of October and work through the material until the start of the June examinations. Students must adhere to other earlier assessment submission deadlines.</p>
Last Revised (e.g. year changes approved)	<p>05/2020</p>



Programme(s)	Status
This module is linked to the following programme(s)	
MSc Public Health: Health Promotion (Distance Learning - University of London Worldwide)	Compulsory
MSc Public Health (General stream) (Distance Learning - University of London Worldwide)	Recommended Elective
MSc Public Health: Environment and Health (Distance Learning - University of London Worldwide)	Recommended Elective
PGDip Public Health (Distance Learning - University of London Worldwide)	Elective
MSc Public Health: Health Services Management (Distance Learning - University of London Worldwide)	Elective
PGDip/MSc Clinical Trials (Distance Learning - University of London Worldwide)	Elective
PGDip/MSc Epidemiology (Distance Learning - University of London Worldwide)	Elective
PGDip/MSc Global Health Policy (Distance Learning - University of London Worldwide)	Elective
PGDip/MSc Infectious Diseases (Distance Learning - University of London Worldwide)	Elective

Module Aim and Intended Learning Outcomes

Overall aim of the module
<p>The overall module aim is to:</p> <ul style="list-style-type: none"> • Help those engaged in health promotion translate health promotion foundations and theory into practice. It builds on the 'Foundations for Health Promotion' module, and aims to describe and demonstrate the application of different evidence based methods and approaches.

Module Intended Learning Outcomes
<p>Upon successful completion of the module a student will be able to:</p> <ol style="list-style-type: none"> 1. Understand a broad range of health promotion methods and the contexts in which they might be applied; 2. Know how to apply different health promotion methods when targeting whole populations, communities or individuals; 3. Understand how multi-method programmes of health promotion are developed; 4. Understand key stages in planning and implementing health promotion interventions, including their evaluation; 5. Know about contemporary debates in health promotion practice, including knowledge of 'real world' health promotion interventions.



Indicative Syllabus

Session Content

The module is expected to cover the following topics:

- Planning and delivering health promotion;
- Policy and advocacy;
- Settings and communities for health;
- Using media to promote health;
- Peer education;
- Therapeutic change;
- Information and advice.

Teaching and Learning

Notional Learning Hours

Type of Learning Time	Number of Hours	Expressed as Percentage (%)
Directed self-study	110	73.3
Self-directed learning	0	0
Assessment, review and revision	40	26.7
Total	150	100

Teaching and Learning Strategy

Learning is via directed self-study. A guide to studying the module is provided, together with access to a range of study resources, discussion forums and collaborate sessions. The textbook that supports this module provides a detailed set of learning objectives at the start of each chapter, and also offers focused reading and various learning activities. Students are strongly encouraged to participate in the module-specific discussions and collaborate sessions to obtain tutor support, and to make use of the LSHTM on-line library resources. Written feedback is provided on submitted assignments.

It is a requirement of this module that students participate in the module-specific discussions and real-time tutorials available on Moodle to obtain tutor support, and to make use of the LSHTM online library resources.



Assessment

Assessment Strategy

This module is assessed via one required assignment worth 30% of the student's mark and a summative exam of 2 hours and 15 minutes that is worth 70% of the student's mark. For the summative exam, students are advised to spend the first 15 minutes reading the instructions and questions.

Summative assessment

Assessment Type	Assessment Length	Weighting (%)	Intended Module Learning Outcomes Tested
Assessed Assignment	Please see the Assignment Instructions for details.	30	All
Exam	2 hours and 15 minutes	70	All

Assignments for this module can be submitted only once annually, no later than 31 March and must be submitted via the online Assignment Management System.

Unseen written examinations for DL modules are held once a year, in June (including resits). Examinations are normally taken in a student's country of residence, in one of over 650 examination centres worldwide (arranged mainly through Ministries of Education or the British Council). A list of examination centres can be found at <https://london.ac.uk/current-students/examinations/examination-centres>.

A local fee will be payable direct to the examination centre. This fee is in addition to the programme/module fee and is set by, and paid directly to, the individual examination centres. The level of local examination centre fees varies across the world and neither the University of London nor the LSHTM have any control over the fee amount.

Resitting assessment

Resits will accord with the LSHTM's [Resits Policy](#).

The Resit assessment will be the same assessment type as the first attempt (see previous table).



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Resources

The following materials are provided to students after registration and fee payment for this module in September/October:

- A brief guide to studying the module;
- The main textbook *Health Promotion Practice* (second edition) by Will Nutland and Liza Cragg;
- A reading list including details of both required and optional reading and links to selected papers;
- A list of useful websites;
- Access to the LSHTM Virtual Learning Environment (VLE) - Moodle, where students can access a range of materials, including some of the materials listed above; participate in module-specific discussion forums and Collaborate sessions and access the LSHTM online library resources.

The textbook will either be sent to students or made available in e-format. All other materials may be accessed via the LSHTM VLE – Moodle.

Teaching for Disabilities and Learning Differences

The module-specific site on Moodle provides students with access to the majority of the module learning materials, including a study guide and online reading list (detailing both essential and recommended readings), and additional resources including supplementary exercises and optional lecture recordings. In some cases, module materials include a text book that is made available to students in either hard copy or e-format. All materials posted up on Moodle areas, including computer-based sessions, have been made accessible where possible. The LSHTM Moodle has been made accessible to the widest possible audience, using a VLE that allows for up to 300% zoom, permits navigation via keyboard and use of speech recognition software, and that allows listening through a screen reader. Please contact the University of London through the “Ask a question” resource on the Student Portal if you require any documents in an alternative format.