

## MODULE SPECIFICATION

<b>Academic Year (student cohort covered by specification)</b>	2021-22
<b>Module Code</b>	PHM213
<b>Module Title</b>	Principles and Practice of Health Promotion
<b>Module Organiser(s)</b>	Annik Sorhaindo
<b>Contact email</b>	<p>The LSHTM distance learning programmes and modules are run in collaboration with the University of London. Enquiries may be made via their <a href="#">Student Advice Centre</a>.</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: <a href="mailto:distance@lshtm.ac.uk">distance@lshtm.ac.uk</a>).</p>
<b>Faculty</b>	Public Health & Policy: The London School of Hygiene & Tropical Medicine <a href="https://www.lshtm.ac.uk/research/faculties/php">https://www.lshtm.ac.uk/research/faculties/php</a>
<b>FHEQ Level</b>	Level 7
<b>Credit Value</b>	<b>CATS:</b> 15 <b>ECTS:</b> 7.5
<b>HECoS Code</b>	101317: 101307
<b>Mode of Delivery</b>	Distance Learning
<b>Mode of Study</b>	Directed self-study, through online materials (Virtual Learning Environment)
<b>Language of Study</b>	English
<b>Pre-Requisites</b>	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.
<b>Accreditation by Professional Statutory and Regulatory Body</b>	None
<b>Module Cap (Maximum number of students)</b>	None

<b>Target Audience</b>	This module is available to students registered for the DL MSc and PGDip in Public Health. It is recommended for students 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.
<b>Module Description</b>	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.
<b>Duration</b>	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. However, students are encouraged to commence their studies in October and work steadily through the materials over the course of the academic year and must adhere to other assessment submission deadlines.
<b>Last Revised (e.g. year changes approved)</b>	March 2021

<b>Programme(s)</b>	<b>Status</b>
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

<b>Programme(s)</b>	<b>Status</b>
This module is linked to the following programme(s)	
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

<b>Overall aim of the module</b>
<p>The overall module aim is to:</p> <ul style="list-style-type: none"> <li>enable students to apply various theories and evidence-based methods to support individual and groups engaged in health promotion.</li> </ul>

<b>Module Intended Learning Outcomes</b>
<p>Upon successful completion of the module a student will be able to:</p> <ol style="list-style-type: none"> <li>Describe and give example of various health promotion methods and the contexts in which they might be applied;</li> <li>Explain the application of different health promotion methods when targeting whole populations, communities or individuals;</li> <li>Critically assess how multi-method programmes of health promotion are developed;</li> <li>Identify and give examples of key stages in planning and implementing health promotion interventions, including their evaluation;</li> <li>Critically analyse contemporary debates in health promotion practice, including knowledge of 'real world' health promotion interventions.</li> </ol>

## Indicative Syllabus

<b>Session Content</b>
<p>The module is expected to cover the following topics:</p> <ul style="list-style-type: none"> <li>Planning and delivering health promotion;</li> <li>Policy and advocacy;</li> <li>Settings and communities for health;</li> <li>Using media to promote health;</li> <li>Peer education;</li> <li>Therapeutic change;</li> <li>Information and advice.</li> </ul>

## 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
<b>Total</b>	<b>150</b>	<b>100</b>

### 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 online webinar discussion 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 online webinar discussion 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.

Timed examinations for DL modules are held once a year, in June (including resits). Examinations in 2021/22 will either be taken in a student's country of residence in one of over 650 [examination centres worldwide](#) or will be held online. If the June 2022 module exam is held at a local examination centre, a local fee will be payable direct to the exam centre. This fee will be in addition to the module fee and is set by, and paid directly to, the individual examination centre. 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. If the June 2022 module exam is held online, no additional exam entry fee will be payable. (Note that for those resitting module assessments, a fee will be payable.)

### **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).

## **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 online webinar 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. All students have access to "[SensusAccess](#)" software which allows conversion of files into alternative formats.

For students with special needs, reasonable adjustments and support can be arranged – details and how to request support can be found on the University of London Worldwide website at

<https://london.ac.uk/applications/how-it-works/inclusive-practice-access-arrangements>