

Module Details	
Module Title	Health Promotion and Public Health
Module Code	PAR4505-B
Academic Year	2024/5
Credits	20
School	School of Allied Health Professions and Midwifery
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Directed Study	50
Lectures	10
Seminars	15
Practical Classes or Workshops	5
Independent Study	120

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
<p>This module is an introduction to the concept of public health and the role of the physiotherapist in public health promotion. Within this module you will develop an awareness of strategies which can be used within physiotherapy and the wider multidisciplinary team to enable public participation in health promotion activities and strategies, from a local through to global health perspective.</p>

## Outline Syllabus

- \* Models of health and social care
- \* Health promotion and public health strategies (global, national and local)
- \* International Classification of Functioning & person-centred care/ holistic care
- \* Social determinants of health & health inequalities referring to the complexities and intersectionality seen in the local context
- \* Cultural factors and health beliefs
- \* Environmental factors and accessibility
- \* Lifestyle factors including sleep / caffeine / nutrition / pharmacology / drug use / stress
- \* Sustainability and health
- \* Making Every Contact Count

## Learning Outcomes

Outcome Number	Description
01	Discuss how socio-political factors impact health and health inequalities.
02	Discuss the impact of lifestyle factors on wellbeing and prevention of disease.
03	Develop health promotion resources to engage with diverse populations to achieve sustainable healthy lifestyle behaviour.

## Learning, Teaching and Assessment Strategy

This module will engage you as an active learner. You will have access to a diverse range of learning resources to support your learning. You will take part in lectures, seminars and workshops. Where possible these will be recorded for you to watch again in your own time. There will be many online resources and learning activities for your directed and self-directed learning.

You are expected to prepare for classes which focus on relating and applying established and emerging knowledge within the module. Seminars with small group working will enable you to apply knowledge through clinical scenarios, gaining insights from others for whom you do not naturally identify with. There will be interactive opportunities, such as contact with experts by experience from our culturally diverse local community, debates and peer evaluation. You will experience a blended learning approach that balances face to face and online learning and will include synchronous and asynchronous activities to enable you to explore public health and health promotion concepts.

Within this module you will participate in learning and discussions surrounding key public health issues within the local community and wider society and will develop a foundation knowledge of the wider determinants of health and how these may influence physiotherapy practice

Canvas will be used as a virtual learning environment for module information, handbooks, resources, teaching materials, films, and web-based materials.

Lectures will deliver key themes to be expanded upon in seminar session and involve synchronous and asynchronous delivery. A flipped approach will be incorporated by you to engage with independent learning objects such as a video. The aim will be to encourage active engagement.

Directed Study will provide you with reference points to investigate and familiarise yourself with the topic material which will be expanded upon in seminars and lectures.

Seminars will allow opportunity for exploration of key concepts delivered in lectures providing a basis for debate and discussion drawing upon your own cultural experiences.

Workshops will provide an opportunity to communicate and create links with the local community where health promotion activities can be facilitated.

Formative assessment ? Group task to design and develop a health promotion resource (i.e. leaflet, poster, campaign). This will be completed by working with peers, exploring culturally diverse experiences to promote richness of experience and depth of learning.

Summative assessment - Individual justification of choice of resource in relation to target audience (looking at appropriate health communication, accessibility, equality diversity and inclusion (EDI) and linking to appropriate research.)

### Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Individual written assignment: justifying a group devised health promotion resource (1500 words)	100%

### Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

Please note:

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*

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