

Module Specification (Distance Learning)

In collaboration with University of London International Programmes



1. Title:	Health Promotion Theory
2. Module code:	PHM107
3. Institution:	Faculty of Public Health and Policy London School of Hygiene & Tropical Medicine Keppel Street London WC1E 7HT http://www.lshtm.ac.uk/php/
4. Module Organiser:	Maggie Davies
5. Mode of study:	Distance learning
6. Type:	Core module
7. Duration and dates:	<p>Deadlines if taken as part of a formal award:</p> <p>Application deadline: 30 June each year Registration deadline: 31 August each year Course registration duration: Up to 5 years Course starts: 1 October each year Examination takes place: Usually June each year (date to be confirmed)</p> <p>Deadlines if taken as an individual module (i.e. not registered for formal award):</p> <p>Application deadline: 31 August each year Registration deadline: 30 November each year Registration duration: 2 years Module study starts: 1 October each year Examination takes place: Usually June each year (date to be confirmed)</p>
8. Credit points:	10 credit points will be awarded on successful completion of this module at Masters level (Level 7).
9. Notional Learning Hours (NLH):	<p>On average, the module should take about 100 hours to complete, consisting of the following:</p> <ul style="list-style-type: none"> • Main reading and web-based discussion participation: 60 hours • Additional reading materials and exercises: 10 hours • Assignments and exam preparation: 30 hours.
10. Aim:	This module aims to introduce key concepts and theories that underlie health promotion.
11. Learning objectives:	<p>On completing this module students should be able to:</p> <ul style="list-style-type: none"> • Understand the principles, concepts and underpinning theory for health promotion practice. This will include the philosophy and theory of health promotion; epidemiology, politics and ethics; and public policy. • Understand the relationship between theory and practice and the implementation of appropriate health promotion strategies and interventions.
12. Content:	Health promotion is a complex set of activities that can take place on global, community or individual levels. For promotion strategies and interventions to be effective, it is essential to select appropriate methodology and approaches for the specific context or target group. It is also important that health promotion activities are evidence-based (unless it is clearly part of a research project), as it would be unethical to waste participants' time on ineffective or potentially harmful activities. This module offers the theoretical and

	background information that students need to help to make appropriate choices as health promotion practitioners and provides insights into why certain approaches are more appropriate for different circumstances.
13. Learning methods:	<p>The module textbook is <i>Health Promotion Theory</i> by Maggie Davies and Wendy Macdowall.</p> <p>Learning is self-directed against a detailed set of learning objectives that are identified at the start of each chapter of the the module textbook, which also offers focused reading and various learning activities.</p> <p>Additional learning materials include: a brief guide to the study module, recommended articles reading from the peer-reviewed literature, Frequently Asked Questions (FAQs), case studies and suggested relevant websites.</p> <p>Student support is available from the module tutors through the Webboard discussion forum. Module tutors provide written feedback for all students on the webboard and offer individual feedback on a formative (non-assessed) assignment submitted by the student.</p>
14. Assessment procedures:	<p>Formal assessment of the module will consist of a two-hour unseen written examination, which will account for 100% of the student's final mark.</p> <p>Examinations are normally held in a student's country of residence, in one of over 650 examination centres worldwide. They are arranged mainly through Ministries of Education or the British Council. A local fee will be payable. A list of examination centres can be found at http://www.londoninternational.ac.uk/current_students/general_resources/exams/exam_centres/index.shtml.</p> <p>If students fail an examination at the first entry they will be allowed one further attempt, the following year.</p>
15. Prerequisites:	<p>Those wishing to study this module should have regular access to the internet to benefit from library facilities, participate in web-based discussions and submit assignments.</p> <p>Students must meet the standard of English required to study this course. See http://www.lshtm.ac.uk/prospectus/english.html.</p>
16. Attendance:	No maximum number
17. Selection, if applicable:	<p>This module is available to students registered for the PG Certificate/PG Diploma/MSc in <u>Public Health</u> courses; alternatively, it can also be taken as an individual module.</p> <p>This module is compulsory for students studying the Health Promotion stream of the MSc Public Health.</p>
18. Fees:	For current schedule of fees see http://www.londoninternational.ac.uk/fees/schedules/lshtm.pdf .
19. Scholarships:	None available
20. External accreditation:	None
21. Application process:	Applications are managed by the University of London International Programmes (website: http://www.londoninternational.ac.uk/).
22. Further enquiries:	Enquiries may be emailed to distance@lshtm.ac.uk .