

Module Specification (Distance Learning)

In collaboration with University of London International Programmes



1. Title:	Principles and Practice of Health Promotion
2. Module code:	PHM213
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:	Elective 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:	15 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 150 hours to complete, consisting of the following:</p> <ul style="list-style-type: none"> • Main reading and web-based discussion forum participation: 80 hours • Additional reading materials and exercises: 30 hours • Assignments and exam preparation: 40 hours
10. Aim:	The aim of this module is to help those engaged in health promotion translate theory into practice. It builds on the 'Health Promotion Theory' core module, and aims to describe and demonstrate the application of differing evidence based techniques and approaches.
11. Learning objectives:	<p>On completing this module students should be able to:</p> <ul style="list-style-type: none"> • identify an appropriate health promotion approach for a specific situation (need and target group); • have a good knowledge of at least one intervention for working with the individual; • understand differing methodologies for working with communities; • understand the role and use of the mass media in health promotion; • understand the settings based approach to health promotion; and • understand how to influence policy for better health.

12. Content:	Health promotion aims to increase influence over the multi-levelled and complex determinants of health, which requires strategies at the global, community, or individual levels to address individual behaviour, social norms, rights and responsibilities, political, economic and environmental factors. The content of the core text provides insight and information on evidence-based interventions at differing levels and promotes the link between these and the underpinning theory.
13. Learning methods:	<p>The main module textbook is <i>Health Promotion Practice</i> by Wendy Macdowall, Chris Bonnell and Maggie Davies.</p> <p>Learning is self-directed, guided by a detailed set of learning objectives that are identified at the start of each chapter of 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 reading from the peer-reviewed literature, Frequently Asked Questions (FAQs) and suggested relevant websites.</p> <p>Student support is available from the module tutors through the web-based discussion forum. Module tutors provide written feedback for all students on the web-based discussion forum and offer individual feedback on an assessed assignment submitted by the student.</p>
14. Assessment procedures:	<p>Students will be assessed by one or more assignments which count 30% towards the overall grade for the module and by a two-hour unseen written examination, which will contribute 70% of the total grade for the module.</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>This module builds on concepts introduced in the core module PHM107 <i>Health Promotion Theory</i>; therefore, students are 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 some experience in the field of health promotion.</p> <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 MSc in <u>Public Health</u>, <u>Epidemiology</u> and <u>Infectious Diseases</u> courses; alternatively, it can also be taken as an individual module. It can also be taken by those studying for the PG Diploma Public Health and Infectious Diseases courses under the credit framework scheme.</p> <p>This module is <u>not</u> available to those who have already studied module HS302 <i>Health Promotion Strategies and Interventions</i>.</p> <p>This module is compulsory for students studying the Health Promotion stream and recommended for students studying the Environment and Health and General streams of the Public Health MSc.</p>
18. Fees:	<p>For current schedule of fees see http://www.londoninternational.ac.uk/fees/schedules/lshtm.pdf.</p>
19. Scholarships:	None available
20. External accreditation:	None
21. Application process:	<p>Applications are managed by the University of London International Programmes (website: http://www.londoninternational.ac.uk/).</p>
22. Further enquiries:	Enquiries may be emailed to distance@lshtm.ac.uk .