# Module Specification

## ABOUT THIS DOCUMENT

This module specification applies for the academic year 2019-20

Last revised 9 August 2017 by Wendy Macdowall & Mark Petticrew

London School of Hygiene & Tropical Medicine, Keppel St., London WC1E 7HT.  [www.lshtm.ac.uk](http://www.lshtm.ac.uk)

## GENERAL INFORMATION

<table>
<thead>
<tr>
<th>Module name</th>
<th>Health Promotion Approaches and Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module code</td>
<td>1807</td>
</tr>
<tr>
<td>Module Organiser(s)</td>
<td>Wendy Macdowall and Professor Mark Petticrew</td>
</tr>
<tr>
<td>Contact email</td>
<td><a href="mailto:Wendy.Macdowall@lshtm.ac.uk">Wendy.Macdowall@lshtm.ac.uk</a> or <a href="mailto:Mark.Petticrew@lshtm.ac.uk">Mark.Petticrew@lshtm.ac.uk</a></td>
</tr>
<tr>
<td>Home Faculty</td>
<td>Public Health &amp; Policy</td>
</tr>
<tr>
<td>Level</td>
<td>Level 7 (postgraduate Masters 'M' level) of the QAA <a href="https://www.qaa.ac.uk">Framework for Higher Education Qualifications</a> in England, Wales &amp; Northern Ireland (FHEQ)</td>
</tr>
<tr>
<td>Credit</td>
<td>15 credits</td>
</tr>
<tr>
<td>Accreditation</td>
<td>Not currently accredited by any other body</td>
</tr>
<tr>
<td>Keywords</td>
<td>Disease prevention &amp; control</td>
</tr>
</tbody>
</table>

## AIMS, OBJECTIVES AND AUDIENCE

**Overall aim**

To provide students with an overview and critical appreciation of a range of approaches and methods for promoting health, at the individual, community and population levels.

**Intended learning outcomes**

By the end of this module, students should be able to:

- Describe a range of different approaches and methods for promoting health and their theoretical underpinnings
- Critically evaluate the strengths and weaknesses of the approaches and methods covered in the module
- Demonstrate the appropriate use of different approaches and methods in a variety of contexts

**Target audience**

This module is compulsory for students taking the Health Promotion stream of the MSc Public Health and optional for other Public Health streams and MScs
## CONTENT

**Session content**

The module is expected to include sessions addressing the following topics:

- Motivational interviewing
- Peer education
- Theatre in health promotion
- Mass media campaigns
- Social marketing
- Nudge
- Community mobilisation
- Structural approaches
- Settings-based approach

## TEACHING, LEARNING AND ASSESSMENT

**Study resources provided or required**

Module Information can be found on the Virtual Learning Environment (Moodle) containing information about each session and key references for the module.

The textbook which best covers the content of the module is: Nutland W and Cragg L (editors). *Health Promotion Practice (Understanding Public Health)* 2nd edition. Maidenhead: Open University Press. 2015 This book is not provided to students but is available in the School library.

**Teaching and learning methods**

Teaching will be by lectures and seminars. There will be 10 half-day sessions, most of which will take the form of a one-hour lecture linked to a one-and-a-half-hour seminar. The seminars will consist of range of different tasks including role-play, group-work and presentations.

**Assessment details**

Students will be asked to select a public health issue of interest to them (e.g. CHD, alcohol misuse, mental health, nutrition or anything else relevant to public health) and to pick one of the approaches/methods from the module, and then use their essay to consider how that approach/method could be applied to that particular problem.

Resit/deferred/new attempts - The task will be as detailed above.

**Assessment dates**

Assessments will be due on **Wednesday 13 February 2019**.

Resit/deferred/new attempts - The next assessment deadline will be during mid/late September of the current academic year.

**Language of study and assessment**

English (please see ‘English language requirements’ below regarding the standard required for entry).

## TIMING AND MODE OF STUDY

**Duration**

5 weeks at 2.5 days per week

**Dates**

Monday morning to Wednesday lunchtime

**Timetable slot**

Term 2 - slot C1

**Mode of Study**

The module is taught face-to-face in London. Both full-time and part-time students follow the same schedule.
### Learning time
The notional learning time for the module totals 150 hours, consisting of:
- Contact time ≈ 27 hours
- Directed self-study ≈ 25 hours
- Self-directed learning ≈ 30 hours
- Assessment, review and revision ≈ 68 hours

### APPLICATION AND ADMISSION

<table>
<thead>
<tr>
<th>Pre-requisites</th>
<th>The module is available to MSc Reproductive and Sexual Health Research and Global Mental Health. Only in exceptional circumstances will other students who have not undertaken the Foundations for Health Promotion (1109) linear module be allowed to take this module. Such cases should be discussed with the Module Organiser.</th>
</tr>
</thead>
<tbody>
<tr>
<td>English language requirements</td>
<td>A strong command of the English language is necessary to benefit from studying the module. Applicants whose first language is not English or whose prior university studies have not been conducted wholly in English must fulfil LSHTM’s <a href="#">English language requirements</a>.</td>
</tr>
<tr>
<td>Student numbers</td>
<td>40 (numbers may be capped due to limitations in facilities or staffing)</td>
</tr>
</tbody>
</table>
| Student selection | This module is compulsory for students taking the Health Promotion stream of the MSc Public Health and optional for other Public Health streams and MScs.  
Full Registration (full participation) by LSHTM research degree students is required for this module.  
Preference will be given to LSHTM MSc students and LSHTM research degree students. Other applicants meeting the entry criteria will usually be offered a place in the order applications are received, until any cap on numbers is reached. Applicants may be placed on a waiting list and given priority the next time the module is run. |