

# PUBH 3026 HEALTH PROMOTION PLANNING AND IMPLEMENTATION

**Credit Points** 10

**Legacy Code** 401391

**Coordinator** Freya Macmillan ([https://directory.westernsydney.edu.au/search/name/Freya Macmillan/](https://directory.westernsydney.edu.au/search/name/Freya%20Macmillan/))

**Description** This unit builds on the knowledge gained in Health Promotion: Theory and Approaches. It is concerned with developing knowledge and skills related to undertaking needs analysis at community and population levels. It focuses on planning and implementing interventions aligned with core values and principles necessary for ethical health promotion. The need for evaluation throughout this process is emphasised.

**School** Health Sciences

**Discipline** Health Promotion

**Student Contribution Band** HECS Band 2 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** PUBH 1010

**Incompatible Subjects** PUBH 3012 - Health Promotion Practice 1  
PUBH 3013 - Health Promotion Practice 2

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Critically analyse data from a range of appropriate sources to effectively determine community health needs;
2. Apply a range of quantitative, qualitative and mixed-method techniques to gather information on community health needs and to evaluate health promotion projects;
3. Plan appropriate evaluation of health promotion interventions;
4. Plan, implement and manage feasible, innovative, evidence-based strategies targeting community health needs.

## Subject Content

1. Theoretical basis of needs analysis and approaches in health promotion
2. Knowledge of sources of information and practice of techniques for gathering information (sourcing data, community mapping, focus groups, interviews, community meetings)
3. Approaches to collating, analysing and presenting information based on health needs
4. Approaches to planning health promotion projects, including developing logic models and considering core values in health promotion (participation, capacity building, social justice, diversity)
5. Methods of ensuring adequate management of the implementation of health promotion projects (documentation, record keeping, utilising networks and partnerships)
6. Qualitative, quantitative and mixed-method techniques for measuring central aspects of health promotion projects (process, outputs,

outcomes, impact) and multi-level evaluation (measuring community and organizational capacity, social capital)

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Poster	1,000 words and 5 minutes presentation	35	N	Individual
Report	1,500 words	35	N	Individual
Quiz	2 x 20 MCQs	30	N	Individual

Prescribed Texts

- Health promotion : planning and strategies Jackie Green author. : Fourth edition. : 2019 : Los Angeles : SAGE, 2019. Health promotion; Health education; Health Education – methods; Health Promotion – methods; Health Planning – methods; Models, Organizational; Policy Making ? Nutbeam, D., (2014). Evaluation in a Nutshell: A Practical Guide to the Evaluation of Health Promotion Programs. McGraw-Hill Incorporated, 978-0-387-79733-5
- Promoting Health : The Primary Health Care Approach Lyn Talbot author. : 6th edition. : 2018] : Sydney Churchill Livingstone/Elsevier, 2018. Community development; Health promotion – Australia; Public health – Citizen participation; Public health – Australia; Health promotion; Primary health care
- Planning, implementing, and evaluating health promotion programs James F. McKenzie author. : Seventh edition. : 2017 : Hoboken, USA : Pearson Higher Education, 2017 Health Promotion; Health Planning; Health Education; Program Evaluation; United States

Teaching Periods

## Spring Campbelltown Day

**Subject Contact** Freya Macmillan ([https://directory.westernsydney.edu.au/search/name/Freya Macmillan/](https://directory.westernsydney.edu.au/search/name/Freya%20Macmillan/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=PUBH3026\\_22-SPR\\_CA\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=PUBH3026_22-SPR_CA_D#subjects))

## Online Online

**Subject Contact** Freya Macmillan ([https://directory.westernsydney.edu.au/search/name/Freya Macmillan/](https://directory.westernsydney.edu.au/search/name/Freya%20Macmillan/))

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