

# PUBH 7011 HEALTH ADVANCEMENT AND HEALTH PROMOTION

**Credit Points** 10

**Legacy Code** 400418

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

**Description** By investigating and addressing the multilevel determinants of health outcomes and inequalities, health promotion initiatives aim to improve the health and wellbeing of individuals and societies. In this unit, we will nurture an understanding of concepts and models of health promotion, evaluate the relative successes of recent and classic initiatives within Australia and overseas, and critically engage with debates concerned with the most appropriate strategies for tackling health inequalities in the context of major societal challenges (e.g. population ageing, urbanisation and climate change). Core competencies are nurtured (e.g. Plan and evaluate an intervention) to prepare students for practicing and further study in the field of health promotion.

**School** Health Sciences

**Discipline** Health Promotion

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

**Level** Postgraduate Coursework Level 7 subject

**Restrictions**

Students must be enrolled in a postgraduate program.

## Learning Outcomes

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

1. Identify and apply different principles and theoretical positions to interpret beliefs and health behaviours
2. Critically analyse the barriers and factors enhancing health promotion action
3. Develop ways of working effectively with individuals, groups, communities and populations
4. Determine priorities for health promotion action from available evidence
5. Design health promoting strategies that are culturally relevant, financially sound and sustainable

## Subject Content

1. Health promotion, health education, illness prevention, primary health care, the ?new?h public health and health outcomes
2. Principles and competing ideologies in health promotion
3. National health priorities and local examples
4. Health promotion competencies: needs analysis, planning interventions, levels of evaluation and ways to secure funding
5. Approaches to health promotion for individuals, groups, communities and populations
6. Health promotion techniques and ?bigger picture?f approaches: settings, policy, legislative, environmental and engineering methods
7. The underlying philosophy, models and theories of health promotion
8. Principles of best practice: evidence-based health promotion

9. Sustainability, public policy and advocacy in health advancement and promotion

10. Partnerships, engagement and collaboration in health advancement and promotion

## 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
Report	1,500 words	35	N	Individual
Critical Review	500 words	25	N	Individual
Proposal	2,500 words	40	N	Individual

Prescribed Texts

- ? Bartholomew, E. L. K., Markham, C. M., Ruiter, R. A. C., Kok, G., Parcel, G. S., & Fern?ndez, M. E. (2016). Planning health promotion programs : An intervention mapping approach ( 4th ed.). John Wiley
- ? Green, J., Cross, Ruth, author, Woodall, James, author, & Tones, Keith, author. (2019). Health promotion : Planning and strategies (4th ed.). Sage.

Teaching Periods

## Autumn

### Online

#### Online

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

View timetable ([https://classregistration.westernsydney.edu.au/event/timetable/?subject\\_code=PUBH7011\\_22-AUT\\_ON\\_O#subjects](https://classregistration.westernsydney.edu.au/event/timetable/?subject_code=PUBH7011_22-AUT_ON_O#subjects))

## Parramatta - Victoria Rd

### Day

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

View timetable ([https://classregistration.westernsydney.edu.au/event/timetable/?subject\\_code=PUBH7011\\_22-AUT\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/event/timetable/?subject_code=PUBH7011_22-AUT_PS_D#subjects))