

# PUBH 7013 HEALTH PROMOTION: A PRIMARY HEALTH CARE APPROACH

**Credit Points** 10

**Legacy Code** 400836

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**Description** An individual's personal characteristics and their family, social and community environments have complex interrelationship with their health and health behaviours. The challenge for health professionals is to understand this complexity and encourage the practice of health promotion within a primary health care framework so enabling people to achieve a sense of power and control over their lives. The unit explores the health of individuals and communities in the context of health promotion. Evidence-based health promotion strategies are examined using social health and ecological perspectives.

**School** Nursing & Midwifery

**Discipline** Health Promotion

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

**Level** Postgraduate Coursework Level 7 subject

**Equivalent Subjects** LGYA 7318 - Context of Health Promotion

## Restrictions

Students must be enrolled in 4569 Master of Primary Health Care, 4694 Master of Primary Health Care, 4570 Graduate Diploma in Primary Health Care, 4695 Graduate Diploma in Primary Health Care, 4696 Graduate Certificate in Primary Health Care, 4722 Master of Nursing or 4723 Graduate Certificate in Nursing.

## Learning Outcomes

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

1. Discriminate between the broad range of socio-political factors that influence the health of individuals and the community;
2. Critically analyse the implications of government policies on health promotion strategies;
3. Demonstrate the application of health promotion theories and models with individuals and communities;
4. Demonstrate an understanding of the relationship between a needs analysis and the planning and evaluation of health promotion strategies in primary health care;
5. Identify, develop and critique health education and health promotion strategies appropriate to primary health care practice;
6. Use social health and ecological perspectives to examine evidence-based health promotion strategies that can be implemented in health care practices;
7. Analyse current trends towards the implementation of health promotion at international, national and local levels;
8. Demonstrate ability to incorporate evidence-based approaches in health promotion strategies for collaboration across sectors and disciplines.

## Subject Content

- The historical perspectives of health promotion in a primary health care framework;
- The relevance and application of health promotion in health care today;
- The social and ecological perspectives for conceptualising health;
- A primary health care approach for the development of health promotion;
- The implementation and evaluation of health promotion strategies at individual, family and community levels;
- Issues of power and control in health care and services;
- Health promotion and health education frameworks and strategies;
- evidence-based health promotion at local, national and international levels.

## 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
Essay	2,000 words	40	N	Individual
Health Promotion Proposal	3,000 words	60	N	Individual

Prescribed Texts

- There is no essential textbook.

Teaching Periods