

PUBH 3022 ADVANCES AND CHALLENGES IN HEALTH PROMOTION

Credit Points 10

Legacy Code 401380

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

Description This subject presents current advances and challenges in health promotion. Advances in technology are critiqued with regards to their positive and negative contribution to health promotion. This subject also reviews social marketing strategies and how these can be used in health promotion campaigns. Complexities in working with vulnerable communities in different settings are explored including schools, workplaces, communities (including Indigenous, culturally and linguistically diverse, refugee and homeless groups), healthcare settings, rural/remote areas and prisons. New patterns in health and their challenges are covered. Ethical and political considerations in health promotion are also included.

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/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) PUBH 3026 AND PUBH 1010

Learning Outcomes

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

1. Communicate effectively and act ethically and professionally in health promotion practice;
2. Justify the elements of best practice in health promotion and recommend how these elements can be applied to health promotion practice;
3. Apply skills in grant writing to an area of health promotion advancement;
4. Create a social marketing campaign to target a current challenge in health promotion;
5. Critically analyse the ethical values and principles underpinning health promotion;
6. Critically appraise issues of power and politics in health promotion policy and practice;

Subject Content

1. Health Promotion Competencies
2. Marketing HP programs
3. Sustainability issues and use of media and other forms of disseminating information
4. New patterns of health in Australia and globally and their challenges
5. Advances and challenges in settings-based approaches in HP
6. Grant writing
7. Analyse ethical dilemmas in current health promotion

8. Issues of politics and power in health and health 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.

Type	Length	Percent	Threshold	Individual/Group Task
Applied Project	500 words	30	N	Individual
Proposal	1,500 words	40	N	Individual
Presentation	3 minutes plus 2 minutes for questions	30	N	Individual

Prescribed Texts

- <https://www.allenandunwin.com/browse/books/academic-professional/health/Health-Promotion-in-the-21st-Century-Edited-by-Mary-Louise-Fleming-and-Louise-Baldwin-9781760875145>

Teaching Periods

Autumn (2023)

Campbelltown

On-site

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/odd/timetable/?subject_code=PUBH3022_23-AUT_CA_1#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/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=PUBH3022_23-AUT_ON_2#subjects)

Sydney City Campus - Term 3 (2023)

Sydney City

On-site

Subject Contact Andrey Zheluk ([https://directory.westernsydney.edu.au/search/name/Andrey Zheluk/](https://directory.westernsydney.edu.au/search/name/Andrey%20Zheluk/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=PUBH3022_23-SC3_SC_1#subjects)