

## Improving Public Health

|                |                                             |
|----------------|---------------------------------------------|
| Module Code:   | NUR5013-B                                   |
| Academic Year: | 2018-19                                     |
| Credit Rating: | 20                                          |
| School:        | School of Nursing and Healthcare Leadership |
| Subject Area:  | Nursing                                     |
| FHEQ Level:    | FHEQ Level 5                                |
| Module Leader: | Mrs Jean Teare                              |

Additional Tutors:

Pre-requisites:

Co-requisites:

### Contact Hours

| Type                  | Hours |
|-----------------------|-------|
| Lectures              | 30    |
| Seminar               | 36    |
| Practical classes and | 10    |
| Directed Study        | 124   |

### Availability Periods

| Occurrence | Location/Period                                  |
|------------|--------------------------------------------------|
| BDA        | University of Bradford / Semester 3 (June - Oct) |

### Module Aims

This module will provide an overview of the nature and direction of public health in contemporary practice. It will support you in your ability to analyse the impact of national and public health policy and its relevance to your practice. You will also examine and appraise a range of health promotion approaches along with public health strategies to support positive behaviour change.

## Outline Syllabus

Clinical/direct patient care:

Epidemiology and population demographics, historical context of public health

Physical, psychological and socio-economic determinants of health - inequalities

Health screening, improvement and protection

Health literacy

Application of health promotion models and approaches

Autonomy, empowerment and ethics in health promotion

Health psychology and behaviour change theory

Motivational interviewing in behaviour change

Application of skills of brief interventions

Role of the nurse in supporting behaviour change

Leadership and collaborative practice:

Impact of policy on nursing role and function; contemporary public health agenda

Improving quality and developing practice:

Environmental, demographic, social and political drivers for policy development

Consumer involvement in planning, delivering and evaluating health service provision

Data analysis methodology in research

Developing self and others:

Personal 'health' identity

Subjectivity and influences on personal health in a professional context

## Module Learning Outcomes

*On successful completion of this module, students will be able to...*

- 1.1 Explore key environmental, psycho-social, demographic and political drivers underpinning contemporary public health policy.
- 1.2 Describe models of health promotion and public health interventions at individual, group, community and population level.
- 1.3 Discuss health belief theory and how this can be utilised to support and influence behaviour change.
- 1.4 Discuss the psycho-social and physical determinants of health.
- 1.5 Debate the effectiveness of public health policy, strategies and campaigns.
- 2.1 Demonstrate knowledge and understanding of motivational interviewing and brief intervention techniques to positively influence health behaviour.
- 2.2 Analyse and interpret public health data.
- 2.3 Initiate health interventions and evaluate impact upon individual.
- 3.1 Appraise communication skills required for health care planning within the context of multi-agency working.
- 3.2 Appraise research design and methodology and use of data informing healthcare practice.
- 3.3 Critically analyse developing autonomy, research knowledge and skills and document in reflective portfolio.

## Learning, Teaching and Assessment Strategy

This module adopts a range of learning and teaching activities to facilitate your learning. Research informed key lectures will deliver core content; providing students with the opportunity to acquire knowledge and develop conceptual understanding of the concept of public health and health promotion (LO 1.1, 1.2, 1.3, 3.2). Seminars and group learning will be used to facilitate your conceptual understanding and enhance your acquisition of skills (LO 1.3, 2.1, 2.2, 3.1). Directed study will provide you with the opportunity to undertake reading, participate in PBL; enquiry based learning, address individual learning needs and contextualise learning to your field of practice (LO 1.1, 1.2, 1.3, 1.4, 1.5, 2.1, 3.1, 3.2). Field-specific application of core concepts and skills will be through field-specific seminars (LO 1.2, 2.1, 2.2). VLE will be used to provide access to online resources, lecture notes & external links to websites of interest. Practical skills sessions will be utilised to introduce techniques such as motivational interviewing and develop skills in relation to supporting behaviour change with service users and raising awareness of personal health (LO 2.1, 2.2, 2.3, 3.1, 3.3).

All LOs are assessed by mode of assessment 1.

### Mode of Assessment

| Type      | Method     | Description                   | Length      | Weighting | Final Assess' |
|-----------|------------|-------------------------------|-------------|-----------|---------------|
| Summative | Coursework | Written Assignment 2500 Words | -2500 words | 100%      | Yes           |

### Legacy Code (if applicable)

### Reading List

To view Reading List, please go to [rebus:list](#).