

Module Details	
Module Title:	Improving Public Health
Module Code:	NUR5013-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Nursing and Healthcare Leadership
Subject Area:	Nursing
FHEQ Level:	FHEQ Level 5
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	30
Seminar	36
Laboratory	10
Directed Study	124

Availability	
Occurrence	Location / Period
MYA	Mid Yorkshire Hospital NHS Trust / Semester 2 (Feb - May)
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

Learning Outcomes

1.1	1.1 Explore key environmental, psycho-social, demographic and political drivers underpinning contemporary public health policy.
1.2	1.2 Describe models of health promotion and public health interventions at individual, group, community and population level.
1.3	1.3 Discuss health belief theory and how this can be utilised to support and influence behaviour change.
1.4	1.4 Discuss the psycho-social and physical determinants of health.
1.5	1.5 Debate the effectiveness of public health policy, strategies and campaigns.
2.1	2.1 Demonstrate knowledge and understanding of motivational interviewing and brief intervention techniques to positively influence health behaviour.
2.2	2.2 Analyse and interpret public health data.
2.3	2.3 Initiate health interventions and evaluate impact upon individual.
3.1	3.1 Appraise communication skills required health care planning within the context of multi-agency working.
3.2	3.2 Appraise research design and methodology and use of data informing healthcare practice.
3.3	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 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
Formative	Presentation	Group Presentation	0 minutes	%
Summative	Presentation	Presentation	20 minutes	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.