

Module Details	
Module Title	Community Public Health
Module Code	HWS5006-B
Academic Year	2020/1
Credits	20
School	School of Nursing and Healthcare Leadership
Subject Area	Health, Well-Being and Social Care
FHEQ Level	FHEQ Level 5
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Seminars	12
Online Lecture (Synchronous)	24
Learning Objects Interaction	10
Online Tutorials (Synchronous)	2
Independent Study	152

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
To develop a critical understanding of community public health strategies so enabling students to appraise how contributions of epidemiology data, health needs assessment, related policy and multi-agency working can influence the health of both individuals and wider society.

Outline Syllabus

Definitions and development of public health - a brief history from the 19th century to 21st century public health. PHE structure and policy. Public health strategies; specific protection, screening, immunisation, health education, disease prevention paradox, communicable and non-communicable diseases, target setting, planning and evaluation of community public health. Application of public health theories and models; community profiling; health needs assessment; evaluation. Introductory use of epidemiological data; sources of information, disease trends, indices of deprivation. Roles of public health professionals; collaborative multi-agency working and policy.

Learning Outcomes

Outcome Number	Description
1	Knowledge & Understanding 1a. Analyse community public health knowledge and understanding about community health needs in relation to the field of public health. 1b. Critically discuss the contribution of multi-agency working with key stakeholders and policy in community and public health.
2	Subject-Specific Skills 2a. Apply community and public health knowledge to develop community health profiles for specific community and public health issues. 2b. Evaluate public health epidemiological data, community health needs assessment, public health strategies and evaluations.
3	Personal Transferable Skills 3a. Manage a coherent and cogent report developing critical report writing skills.

Learning, Teaching and Assessment Strategy

The module will be delivered using a blended approach of online and on-campus activities. Teaching will include key lectures, seminars, directed study, and tutorials. Some activities will be delivered face to face on campus, some will be delivered as a live (synchronous) session online and some as an asynchronous session online, meaning you can access the online activities and resources at your own convenience. This module will be delivered using research informed teaching with technology enhanced learning and directed study. Lectures, using the VLE with weblinks, podcasts and embedded twitter feeds will complement learning alongside seminars, group work & individual tutorials. This strategy will enhance student's ability to link theory to public health strategies and explore how to tackle specific public health issues in specific communities (LO 1a, 1b, 2a, 2b). Students will work in groups to research, embed their understanding and report on epidemiological data, demonstrating an understanding of trends and projections and how this can be related to public health strategies (LO 1a, 1b, 2a, 2b, 3a).

Students have optionality in negotiating their chosen public health issue and specific geographical community to develop a community public health profile (2b).

Formative feedback will be provided individually, in small groups and by peer review. All learning outcomes are assessed by a report of 2,500 words.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Community Public Health Report - 3000 words	N/A	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.

© University of Bradford 2020

<https://bradford.ac.uk>