

Module Details	
Module Title	Public Health and Community
Module Code	CLS3005-B
Academic Year	2022/3
Credits	20
School	School of Pharmacy and Medical Sciences
FHEQ Level	RQF Level 3

Contact Hours	
Type	Hours
Lectures	20
Practical Classes or Workshops	19
Tutorials	12
Directed Study	139

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Academic Year

Module Aims
To introduce students to the roles and responsibilities of the National Health Service and the healthcare professionals working within it, and to begin to explore the factors influencing healthcare provision and health promotion.

Outline Syllabus
This module provides students with the opportunity in Semester 1 to acquire knowledge and develop conceptual understanding of public health and health promotion (LO 1, 2, 3 & 6). Semester 2 will expand the topic of health promotion to the broader National Health Service structure, the differing roles of health professionals within it and interprofessional practice (LO 4 - 6).

Learning Outcomes	
Outcome Number	Description
LO1	Describe models of health promotion and public health interventions at individual, group, community, and population level.
LO2	Describe basic aspects of health and social policy and compare the factors affecting healthcare provision.
LO3	Debate and critically analyse effectiveness in health education and health promotion.
LO4	Describe the roles of different healthcare professionals and the NHS.
LO5	Initiate health interventions and evaluate the projected impact upon society.
LO6	Develop independent study skills, research knowledge and communication skills.

Learning, Teaching and Assessment Strategy
This module adopts a range of blended learning and teaching activities to facilitate your learning. Research informed key lectures, workshops and tutorials will deliver core content. Knowledge of health promotion effectiveness will be assessed via an essay and further knowledge of health promotion and professional roles will be assessed via a targeted health promotion campaign working in groups.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Essay (1500 words)	60%
Summative	Presentation	Group presentation (15 minutes) Targeted health promotion campaign. SUPPLEMENTARY: Individual or group presentation	40%
Formative	Coursework - Written	Essay outline (up to 300 words)	N/A
Formative	Presentation	Group presentation (up to 15 minutes)	N/A

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.