

# PUBH 1013 HEALTH PROMOTION THEORY AND APPROACHES (UG CERT)

**Credit Points** 10

**Legacy Code** 500059

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**Description** Health promotion is a process that seeks to enable individuals, communities and populations to increase control over their health. It does so by addressing the determinants of health and equity issues, in addition to providing individuals and communities with the skills and knowledge to make healthy lifestyle choices and to improve health outcomes. Theoretical underpinnings of the various approaches to health promotion are explored in this unit. In addition, factors that enhance and limit health promotion are analysed in conjunction with bigger picture approaches of working with policy. The evidence-based practice for health promotion is outlined together with the need to move beyond education. Approaches to health promotion at the individual, community and population level are explored, including particular considerations for working with Indigenous people.

**School** Health Sciences

**Student Contribution Band** HECS Band 2 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

**Equivalent Subjects** PUBH 1010 Health Promotion Theory and Approaches PUBH 1010 Health Promotion Theory and Approaches

**Incompatible Subjects** PUBH 2001 Approaches to Health Promotion

## Restrictions

Students must be enrolled in program: 7171 Undergraduate Certificate in Public Health Support

## Learning Outcomes

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

1. Apply the principles of the Ottawa and Bangkok Charters and the Jakarta Declaration to different health promotion scenarios
2. Identify and apply different theoretical frameworks to influence beliefs and health behaviours.
3. Identify the determinants of health
4. Critically assess barriers to and factors enhancing health promotion action
5. Apply health promotion competencies to assess an individual's health needs and resources
6. Plan and evaluate health promotion strategies at an individual level for a relevant health issue

## Subject Content

1. Health Promotion Theory and Models
2. Health Promotion Charters and Declarations
3. Health Promotion Professional Competencies and Skills
4. Evidence-based Practice in Health Promotion, with focus on individual, community and population approaches

5. Evaluating health promotion strategies
6. Environment and sustainability approaches in health promotion in line with sustainable development goals
7. National Strategies for Promoting Health in Australia
8. Promoting Health in Indigenous Communities

## 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
Quiz	Quiz 1 (10 Questions) (1,2) Quiz 2 (15 Questions) (2,3,4)	25	N	Individual
Critical Review	1000 words	30	N	Individual
Report	Part A: Personal Initiative Report (1000 words) (30%) Part B: Presentation (5 minutes) (15%)	45	N	Individual

## Prescribed Texts

- Gottwald, M. & Goodman-Brown, J. (2012). A Guide to Practical Health Promotion. McGraw Hill.