

Module Details	
Module Title	Improving Public Health
Module Code	NUR5013-B
Academic Year	2020/1
Credits	20
School	School of Nursing and Healthcare Leadership
Subject Area	Nursing
FHEQ Level	FHEQ Level 5
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Lectures	2
Online Lecture (Synchronous)	17
Online Lecture (Asynchronous)	9
Seminars	9
Online Seminar (Synchronous)	9
Practical Classes or Workshops	2
Online Tutorials (Synchronous)	1
Independent Study	151

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1
BDA	University of Bradford / Semester 3
MYA	University of Bradford / Semester 2

## 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	
Outcome Number	Description
01	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.
02	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.
03	3.1 Appraise communication skills required 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
<p>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 1.1,2,1.3,3.2). Some of these will be delivered face to face on campus, some will be delivered as a live (synchronous session and some as an asynchronous session ? meaning you can access the lecture at your own convenience).</p> <p>Seminars and group learning will be used to facilitate teacher/learner/ peer dialogue and inter-professional discussion and further develop and challenge conceptual understanding. (LO 1.2, 2.1, 2.2).</p> <p>Again some of these will be face to face, or as synchronous on line seminars.</p> <p>Directed study provides students with the opportunity to undertake reading, participate in enquiry based learning, address individual learning needs and contextualise learning to the students own area of practice. (LO 1.3, 1.4, 1.5, 3.1, 3.3).</p> <p>VLE will be used to provide access to online resources, lecture notes &amp; external links to websites of interest. On-line discussion boards using VLE will promote group interaction and discussion of module content. Learning objects will involve allocated time within the module for students to engage with specific packages of learning using team based learning.</p> <p>Practical 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.</p> <p>(2.1,2.2,2.3,3.1,3.3)</p> <p>All LOs are assessed by mode of assessment 1.</p>

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Presentation	Presentation (20 Minutes)	20 mins	100%

Reading List
To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a>

*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>