

London South Bank
University

Module Guide

Public Health

EAA_5_420

Faculty of Engineering, Science
and the Built Environment

Level 5

Table of Contents

1.	Module Details	3
2.	Short Description.....	3
3.	Aims of the Module	3
4.	Learning Outcomes.....	3
4.1	Knowledge and Understanding	3
4.2	Intellectual Skills.....	3
4.3	Practical Skills	4
4.4	Transferable Skills.....	4
5.	Assessment of the Module.....	4
6.	Feedback	4
7.	Introduction to Studying the Module	5
7.1	Overview of the Main Content.....	5
7.2	Overview of Types of Classes	5
7.3	Importance of Student Self-Managed Learning Time	5
7.4	Employability	5
8.	The Programme of Teaching, Learning and Assessment	6
9.	Student Evaluation	7
10.	Learning Resources	7
10.1	Core Materials	7
10.2	Optional Materials	7
10.3	Journals.....	8
	NOTES.....	8

1. MODULE DETAILS

Module Title:	Public Health
Module Level:	5
Module Reference Number:	EAA_5_420
Credit Value:	15 Cat points (1 credit)
Student Study Hours:	150
Contact Hours:	45
Private Study Hours:	105
Pre-requisite Learning (If applicable):	120 credits at level 4
Co-requisite Modules (If applicable):	Human Nutrition
Course(s):	Food & Bioscience courses
Year and Semester	Year 2: Semester 2
Module Coordinator:	Dr Michelle Hawkins
MC Contact Details (Tel, Email, Room)	Hawkinm3@lsbu.ac.uk 0207 815 7927 Borough Road (B149)
Teaching Team & Contact Details (If applicable):	
Subject Area:	Food and Biosciences
Summary of Assessment Method:	Critical essay (60%) Presentation (40%)

2. SHORT DESCRIPTION

Improving public health requires a multi-disciplinary/multi-professional approach, in order to gain increased control over the determinants of health and wellbeing. In both developed and developing societies, an evidence based approach to public health is of increasing importance. This module gives an insight into a variety of key concepts associated with the complex influences on human health and disease. An epidemiological approach is emphasised and strategies for disease prevention and management critically evaluated. Various modes and means of communication to diverse audiences are examined.

3. AIMS OF THE MODULE

- Give an overview of what is meant by public health.
- Provide a detailed understanding of the links between diet and health.
- Introduce students to the evidence based approach to the study of disease.
- Focus attention on diseases prevalent in the UK or of public concern.
- Develop a critical understanding of strategies for the prevention and management of ill-health.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

- Develop an understanding of terms associated with health and disease states.
- Identify obstacles and develop prevention and management strategies for named health disorders.
- Demonstrate a critical approach to types of epidemiological studies.

4.2 Intellectual Skills

- Develop ability to perform critical analysis of epidemiological studies and current health promotion initiatives.
- Problem solving

4.3 Practical Skills

- Use of information and communication technology – use of databases, governmental reports, internet, journals and books.
- Communicate science to the public

4.4 Transferable Skills

- Oral and written communication skills through group discussion and the assessed assessments.
- Research skills through analysis of published work.
- Use of Information Technology.
- Problem solving

5. ASSESSMENT OF THE MODULE

The pass mark for this module is 40%. Assessment of this module consists of two elements. Each element must be completed in order to pass the module.

Two elements:

1. Critical review essay of a named health promotion scheme/initiative/current issue (3000 words max). This piece of assessment carries 60% of the overall module mark.
Deadline for submission: Thursday 18th April 2013 (5pm).
2. Oral presentation (group) – planning a new health promotion scheme. This piece of assessment carries 40% of the overall module mark. **(Weeks 12 & 13 – group slots will be confirmed).**

The critical essay should be submitted electronically via the blackboard Turnitin Link under the assignments tab on the blackboard site for this module. In addition, a hard copy of the essay needs to be submitted to the Faculty Office. Failure to submit a hard copy and an electronic copy will result in failure of that element of assessment.

With regards to the oral presentation each group will be required to send the module co-ordinator a set of their slides or any handouts so that these can be shown to the external examiners.

Please note:

A minimum of 80% attendance is required at lectures, tutorials in order to pass this module. Any deferral/referral in any component of this module will be required to be undertaken at the next opportunity in the next academic year.

6. FEEDBACK

Generic and individual feedback for the critical essay will be provided to students via Blackboard by **Friday 3rd May.**

Presentation: generic feedback on the day. Unratified marks will be posted electronically by **Friday 24th May.**

Students should note that marks given will be unratified and may be subject to change if requested by the external examiners at the summer exam board.

7. INTRODUCTION TO STUDYING THE MODULE

7.1 Overview of the Main Content

Indicative Content

Defining Public Health

Epidemiology

Health Promotion

Public Health and the media

Health promotion in the workplace

Public health concerns in the developing world

Contemporary Health and Wellbeing Issues:

- Obesity/Anorexia
- Nutrition (Under/over)
- Physical activity
- Lifestyle and Public Health (Alcohol, Smoking, Stress, Sexual Health, Mental Health)
- Osteoporosis/Osteomalacia
- Mental Health
- Teenage Pregnancy
- Diabetes
- CVD
- Cancer
- HIV

7.2 Overview of Types of Classes

Lectures, group discussions, tutorials, self-directed learning using enquiry based learning approaches. Discussion forums via virtual learning environment.

7.3 Importance of Student Self-Managed Learning Time

Student learning does not only occur during lectures with direct contact with lecturers. The majority of student learning will take place outside of direct contact time. Students are strongly encouraged to engage with their timetable and partake in directed reading around the subject matter. They are also expected to read material which they are guided to in advance of scheduled lectures and post lectures to supplement the lecture material covered during scheduled sessions. Where indicated in the timetable self-directed learning is a compulsory element. Contact time + student managed learning is key to success!

7.4 Employability

An understanding of public health will be useful when seeking employment within the health/community sector relating to promoting health and wellbeing. The modes of assessment within this module are encouraging students to communicate in a variety of different ways and to various audiences. Communication, critical thinking and development in IT presentation skills are key in terms of future employability in terms of what employers expect of graduates.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Week	10:00-11:30	12.00-13:00
Week 1 (31/01/13)	Introduction to module. Introduction to Public Health, Epidemiology and Health Promotion. (LR- 248)	Social Determinants of Health (LR-248)
Week 2 (07/02/13)	Eating patterns and the role of lifestyle in Public Health (LR-7)	
Week 3 (14/02/13)	The Role of Physical Activity in Public Health (LR- Castle lecture Theatre)	Tutorials for critical essay (LR – 122)
Week 4 (21/02/13)	The Role of Nutrition in Public Health in the Developed and Developing World (LR – Castle Lecture Theatre)	Tutorials for critical essay (LR – 122)
Week 5 (28/02/13)	Public health and the media (LR – Lodge Lecture Theatre)	Public Health and the media +Tutorials for critical essay (Lodge – Lecture Theatre)
Week 6 (07/03/13)	Health promotion in the workplace & presentation techniques (LR –Lodge Lecture Theatre)	
Week 7 (14/03/13)	Vitamin D & Osteoporosis (LR – Lodge Lecture Theatre)	Tutorials for critical essay (LR – 122)
Week 8 (21/03/13)	Diabetes (LR - 248)	Tutorial for critical essay/Group presentations (LR -122)
Easter break		
Week 9 (18/04/13)	Cardiovascular disease (Keyworth – Lecture Theatre B)	Tutorials for Group presentations (Keyworth - 304)
Week 10 (25/04/13)	Student Centred Learning (preparation for Group Presentations)	
Week 11 (02/05/13)	Cancer (Keyworth – Lecture Theatre B)	Tutorials for group presentations (Keyworth - 304)
Week 12 (09/05/13)	Student presentations (LR 248 and LR 258)	
Week 13 (16/05/13)	Student presentations (B 311, B 232)	

KEY:

LR = London Road Building
K or Keyworth = Keyworth Building
B = Borough Road

9. STUDENT EVALUATION

This is a new module, therefore your feedback on the unit evaluation forms at the end of semester 2 will be very important to the future development of the module.

10. LEARNING RESOURCES

10.1 Core Materials

* Detels R, Beaglehole R, Lansang M-A, Gulliford M (2011) *Oxford Textbook of Public Health*. 5th Edition. OUP, USA. (REFERENCE)

Ewles L (2005) *Key Topics in Public Health.- Essential Briefings on Prevention and Health Promotion*. Elsevier. UK

Farmer R and Lawrenson R (2004) *Epidemiology and Public Health Medicine*. 5th edition. Blackwell Publishing: Oxford, UK.

Gibney MJ, Margetts BM, Kearney JM and Arab L (2004) *Public Health*. Blackwell Publishing: Oxford, UK.

Hubley J and Copeman J (2008) *Practical Health Promotion*. Polity Press: Cambridge, UK.

10.2 Optional Materials

Aceijas C (2011) *Assessing evidence to improve population health and wellbeing: Transforming Public Health Practice*. Learning Matters Ltd: UK.

Babones SJ (2009) *Social inequality and Public Health*. Policy Press: UK.

Baggott R (2011) *Public Health: Policy and Politics*. 2nd Edition. Palgrave Macmillan: Basingstoke, UK.

Blair M, Stewart-Brown S, Waterston T and Crowther R (2010) *Child Public Health*. 2nd Edition. OUP: New York.

Crawford D, Jefferey RW, Ball K and Brug J (2010) *Obesity Epidemiology: from Aetiology to Public Health*. 2nd Edition. OUP: Oxford, UK.

*Brownson RC, Baker EA, Leet TL, Gillespie KN, True WR (2011) *Evidence Based Public Health*. 2nd Edition. OUP: Oxford (Available in paperback and as an e-book)

Donaldson LJ and Scally G (2009) *Essentials of Public Health*. 3rd Edition. Radcliffe Publishing: Oxon, UK.

Earle S, Lloyd CE, Sidell M and Spurr S (2007) *Theory & Research in Promoting Public Health*. Sage: London, UK.

Elder JP (2001) *Behaviour Change & Public Health in the Developing World*. Sage Publications: London.

Heer B and Woodhead D (2002) *Promoting Health, Preventing Illness: Public Health Perspectives on London's Mental Health*. Kings Fund: London.

Holland S (2007) *Public Health Ethics*. Polity: Cambridge, UK.

Lawrence M and Worsley T (2007) *Public Health Nutrition: from Principles to Practice*. OUP: Maidstone, UK.

McKenzie JF, Neiger BL and Thackeray R (2009) *Planning, Implementing, & Evaluating Health Promotion Programs*. 5th Edition. Pearson Benjamin Cummings: USA.

Mitcheson J (2008) *Public Health Approaches to Practice*. Nelson Thornes: Cheltenham, UK.

Moller V, McNamee M and Dimeo P (2009) *Elite Sport and Doping & Public Health*. Odense: United Press of Southern Denmark.

Naidoo B, Warm D, Quigley R and Taylor L (2004) *Smoking and Public Health: a review of interventions to increase smoking cessation, reduce smoking initiation and prevent further uptake of smoking*. Health Development Agency: London, UK

Naidoo J and Wills J (2010) *Developing Practice for Public Health and Health Promotion*. 3rd Edition. Bailliere Tindall: Edinburgh, UK.

Stephens C (2008) *Health Promotion: a Psychosocial Approach*. OUP: McGraw Hill. Maidenhead, UK.

Thorogood M and Coombes Y (2004) *Evaluating Health Promotion: Practice and Methods*. OUP: Oxford, UK.

10.3 Journals

Annals of Tropical Medicine & Public Health

American Journal of Health Promotion

BMC Public health

Evidence-Based Health Care & Public Health

Health Promotion Practice

International Journal of Environmental Research and Public Health

Journal of Environmental & Public Health

Journal of Infection and Public Health

Journal of the Royal Society for the Promotion of Health (1999-2008)

Public Health

Perspectives in Public Health

Preventing Chronic Disease

NOTES