

London South Bank
University

Module Guide

Public Health

ASC_5_447

School of Applied Sciences

Level 5

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1. MODULE DETAILS

Module Title:	Public Health
Module Level:	5
Module Reference Number:	ASC_5_447
Credit Value:	20 Cat points
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, Bioscience, Applied Biology
Course(s):	Applied Sciences
Year and Semester	Year 2: Semester 1
Module Coordinator:	Dr John Seeley
MC Contact Details (Tel, Email, Room)	seeleyj@lsbu.ac.uk 020 7815 7038 Extension Block (E235)
Teaching Team & Contact Details (If applicable):	
Subject Area:	Applied Sciences
Summary of Assessment Method:	Critical essay (50%) Presentation (50%)

Room / weekly slot: K2 building, K2-V114, Mondays, 14:00 – 17:00

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. An in-class test (individual, 2 hours) in week 10. This test is based on one long-answer pre-released question: “Discuss the role of the public health cycle in tackling health inequality” and five short-answer questions (not pre-released). This piece of assessment carries 50% of the overall module mark.
2. Oral presentation (group) – a plan for a new health promotion scheme within the University. Assessments will take place in week 13. This piece of assessment carries 50% of the overall module mark.

With regards to the oral presentation each group will be required to submit their presentation and any supporting material via a Turnitin link on Moodle to ensure that it is original material. (Turnitin score less than 10%)

Please note:

A minimum of 80% attendance is required 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 academic year (the Easter resit period).

6. FEEDBACK

In-class test: Results and generic feedback will be available by the end of January.

Presentation: Feedback on two separate occasions: in tutorials (during practice runs); feedback on the day of presentation.

Students should note that marks given will be unratified and may be subject to changes requested by the external examiners.

7. INTRODUCTION TO STUDYING THE MODULE

7.1 Overview of the Main Content

Indicative Content

Defining Public Health

The structure of the Public Health system in the UK

The concept of a policy

Generating policy: the Public Health cycle

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 from:

- Nutrition (under/over)
- Physical activity
- Lifestyle (alcohol, smoking, stress, sexual health, mental health)
- Diseases of the western world: osteoporosis/osteomalacia, diabetes, CVD, cancer
- Diseases (communicable and non-communicable) associated with economic deprivation, environmental challenges and exposures

7.2 Overview of Types of Classes

Lectures, group discussions, tutorials, workshops on public speaking, debates and self-directed learning using enquiry-based learning approaches.

7.3 Importance of Student Self-Managed Learning Time

Student learning does not only occur during lectures during 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 plus 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

See Moodle site

9. STUDENT EVALUATION

This will be the fourth time this module has been delivered. Feedback from students from the end of module evaluations was very positive. Feedback included: 'Lectures are clear, of good quality and feature lots of interaction', 'A good variety of topics covered', 'Excellent organisation of assessment', 'We learn to critically evaluate and our opinions count', 'Excellent tutor availability and support', 'Timely feedback'. Some feedback with regards to how the module could be improved included: 'More lectures'.

End of module evaluation forms are important and your views are important to us and the future development of the module.

10. LEARNING RESOURCES

10.1 Core Materials

Detels R, Gulliford M, Abdool Karim Q, Tan CC (2017) *Oxford Textbook of Global Public Health*. 6th Edition, OUP, USA.

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

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

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

Gibney MJ, Margetts BM, Kearney JM, 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, Crowther R (2010) *Child Public Health*. 2nd Edition. OUP: New York.

Crawford D, Jefferey RW, Ball K, 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, Scally G (2009) *Essentials of Public Health*. 3rd Edition. Radcliffe Publishing: Oxford, UK.

Earle S, Lloyd CE, Sidell M, 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, 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, Worsley T (2007) *Public Health Nutrition: from Principles to Practice*. OUP: Maidstone, UK.

McKenzie JF, Neiger BL, 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, Dimeo P (2009) *Elite Sport and Doping & Public Health*. Odense: United Press of Southern Denmark.

Naidoo B, Warm D, Quigley R, 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, 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, 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 & Public Health

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

Public Health

Perspectives in Public Health
Preventing Chronic Disease

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