# HLTH12028 *Health Promotion Strategies*
## Term 2 - 2023

All details in this unit profile for HLTH12028 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

# General Information

## Overview
This unit builds on the student's understanding of health promotion by focusing on best practice strategies. These strategies will cover a range of circumstances and settings, including brief individual interventions to the development of national health promotion policy. It is recognised that effective health promotion initiatives generally use a combination of strategies and skills that are founded on theory and research.

## Details
Career Level: *Undergraduate*
Unit Level: *Level 2*
Credit Points: *6*
Student Contribution Band: *8*
Fraction of Full-Time Student Load: *0.125*

## Pre-requisites or Co-requisites
Students enrolled in CC59 Bachelor of Public Health (Specialisation) or CC4 Associate Degree in Public Health (Specialisation) are not permitted to enrol in this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](#).

## Offerings For Term 2 - 2023

- Bundaberg
- Cairns
- Online
- Rockhampton
- Townsville

## Attendance Requirements
All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

## Website
[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

# Class and Assessment Overview

## Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

## Class Timetable

### **Regional Campuses**

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

### **Metropolitan Campuses**

Adelaide, Brisbane, Melbourne, Perth, Sydney

## Assessment Overview

1. **Written Assessment**
Weighting: 40%
2. **Online Quiz(zes)**
Weighting: 20%
3. **Written Assessment**
Weighting: 40%

## Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

# CQUniversity Policies

**All University policies are available on the CQUniversity Policy site.**
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student unit evaluation

**Feedback**

Increase the live tutorial time to allow more questions from students

**Recommendation**

Allocate a portion of time during each live session for student questions.

#### Feedback from Student unit evaluation

**Feedback**

Include more real-world applications of unit content to the assessment

**Recommendation**

Review the final assessment item for 2023, and incorporate more real-world application of the unit content to the case example tasks.

#### Feedback from Unit coordinator reflection

**Feedback**

Continue with regular check-ins via the Moodle news forum to ensure students are aware of upcoming assessments, live sessions and assessment supports available

**Recommendation**

Regularly communicate with students via the Moodle news forum on upcoming unit milestones and supports available for assessment completion to help maintain student engagement across the term.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Evaluate the principles underlying best practice in health promotion in relation to strategies
2. Distinguish between various health promotion strategies
3. Locate, critically evaluate and utilise information in the development of effective health promotion strategies
4. Recommend culturally appropriate strategies to be applied in a variety of settings, including schools, workplaces, health service organisations and entire communities
5. Argue the most appropriate strategy, or mix of strategies, for addressing a health related issue, including mental, emotional, social or physical health issues
6. Determine the most appropriate methods, policies and resources to support the planning and implementation of health promotion strategies.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level   ◦ Introductory Level   ◦ Intermediate Level   ● Graduate Level   ◦ Professional Level   ◦ Advanced Level

### Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks | Learning Outcomes | | | | | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| **1 - Written Assessment - 40%** | ● | ● | ● | ● | | |

| Assessment Tasks | Learning Outcomes | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 2 - Online Quiz(zes) - 20% | | • | | | | • |
| 3 - Written Assessment - 40% | • | | • | • | • | • |

## Alignment of Graduate Attributes to Learning Outcomes

| Graduate Attributes | Learning Outcomes | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 1 - Communication | | • | | • | | • |
| 2 - Problem Solving | • | | • | | • | • |
| 3 - Critical Thinking | • | • | • | | • | |
| 4 - Information Literacy | | | | | | |
| 5 - Team Work | | | | | | |
| 6 - Information Technology Competence | | | | | | |
| 7 - Cross Cultural Competence | | | | • | | |
| 8 - Ethical practice | | | | • | • | |
| 9 - Social Innovation | | | | | | |
| 10 - Aboriginal and Torres Strait Islander Cultures | | | | | | |

## Alignment of Assessment Tasks to Graduate Attributes

| Assessment Tasks | Graduate Attributes | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 - Written Assessment - 40% | • | | | • | | | • | • | | |
| 2 - Online Quiz(zes) - 20% | | • | | • | | | | | | |
| 3 - Written Assessment - 40% | • | • | • | | | | • | • | | |

# Textbooks and Resources

## Textbooks

**There are no required textbooks.**

## IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- ZOOM

# Referencing Style

**All submissions for this unit must use the referencing styles below:**

- Harvard (author-date)
- American Psychological Association 7th Edition (APA 7th edition)

For further information, see the Assessment Tasks.

# Teaching Contacts

**Anthea Oorloff** Unit Coordinator
a.oorloff@cqu.edu.au

# Schedule

### Week 1 - 10 Jul 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Health Promotion | refer to weekly eReading list via Moodle | Live ISL/Zoom session - Introduction to the unit |

### Week 2 - 17 Jul 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Health education and empowerment | refer to weekly eReading list via Moodle | Live ISL/Zoom session - Assignment 1 (essay) description |

### Week 3 - 24 Jul 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Health and human behaviour | refer to weekly eReading list via Moodle | Live ISL/Zoom session - Assignment 1 (essay) description |

### Week 4 - 31 Jul 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Healthy communities and populations | refer to weekly eReading list via Moodle | |

### Week 5 - 07 Aug 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Social marketing and mass media | refer to weekly eReading list via Moodle | Live ISL/Zoom session - Brief introduction to assessment 3 (report) |

## Vacation Week - 14 Aug 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| | | Quiz one closes Monday of Vacation Week |

## Week 6 - 21 Aug 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Health promotion across the lifespan | refer to weekly eReading list via Moodle | **Written Assessment 1** Due: Week 6 Monday (21 Aug 2023) 11:45 pm AEST |

## Week 7 - 28 Aug 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Needs assessment | refer to weekly eReading list via Moodle | Live ISL/Zoom session - Assessment 3 (report) description |

## Week 8 - 04 Sep 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Program planning | refer to weekly eReading list via Moodle | Live ISL/Zoom session - Assessment 3 report structure overview and sample assignment review |

## Week 9 - 11 Sep 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Evaluation | refer to weekly eReading list via Moodle | |

## Week 10 - 18 Sep 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Interprofessional collaboration and cultural competence | refer to weekly eReading list via Moodle | |

## Week 11 - 25 Sep 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Primary health care | refer to weekly eReading list via Moodle | Quiz two closes Monday of Week 11 Live ISL/Zoom session - Question and Answer session for assessment 3 (report) |

## Week 12 - 02 Oct 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Putting it all together | | **Written Assessment 2** Due: Week 12 Tuesday (3 Oct 2023) 11:45 pm AEST |

## Review/Exam Week - 09 Oct 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| | | |

## Exam Week - 16 Oct 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| | | |

# Assessment Tasks

# 1 Written Assessment 1

**Assessment Type**
Written Assessment

**Task Description**
Essay ( 40%) Word limit 2000 words

Write an **essay** that critiques a Social Marketing Campaign. You will have a choice from 2 campaigns - details provided on the unit Moodle site.
You will need to include in your essay a discussion of the context of the campaign and an analysis of the strategies based on a review of the health promotion literature. You will need to consider the underlying assumptions that have influenced the development of each strategy.

**Assessment Due Date**
Week 6 Monday (21 Aug 2023) 11:45 pm AEST

**Return Date to Students**
Week 8 Tuesday (5 Sept 2023)
2 weeks following submission

**Weighting**
40%

**Assessment Criteria**
Your essay will be marked according to: structure consistent with essay writing protocols; explanation of context; analysis of strategies used and assumptions; analysis of implications; quality of sources and accuracy of referencing. For more information see the unit Moodle site.

**Referencing Style**

- Harvard (author-date)
- American Psychological Association 7th Edition (APA 7th edition)

**Submission**
Online

**Submission Instructions**
Submit as a word document

**Learning Outcomes Assessed**

- Evaluate the principles underlying best practice in health promotion in relation to strategies
- Distinguish between various health promotion strategies
- Locate, critically evaluate and utilise information in the development of effective health promotion strategies
- Recommend culturally appropriate strategies to be applied in a variety of settings, including schools, workplaces, health service organisations and entire communities

**Graduate Attributes**

- Communication
- Information Literacy
- Cross Cultural Competence
- Ethical practice

## 2 Online Quiz(zes)

**Assessment Type**
Online Quiz(zes)

**Task Description**
There are two (2) quizzes conducted throughout the term. Each quiz is open-book and contains ten (10) questions. Completion of each quiz is done online. Each quiz contributes a possible 10 marks (10%) towards the final grade for the unit.
Only one attempt is possible on each quiz.
Quiz 1 - Opens Monday of Week 5 and will close after 1 week, the Monday of Vacation Week
Quiz 2 - Opens Monday of Week 10 and will close after 1 week, the Monday of Week 11

**Number of Quizzes**
2

**Frequency of Quizzes**
Other

**Assessment Due Date**

Quiz 1 closes Monday of Vacation Week, Quiz 2 closes Monday of Week 11.

**Return Date to Students**

Results of each quiz will be released once the quiz has closed.

**Weighting**
20%

**Assessment Criteria**
The quiz questions will be marked as correct or not correct.

**Referencing Style**

- [Harvard (author-date)](#)
- [American Psychological Association 7th Edition (APA 7th edition)](#)

**Submission**
Online

**Learning Outcomes Assessed**

- Distinguish between various health promotion strategies
- Determine the most appropriate methods, policies and resources to support the planning and implementation of health promotion strategies.

**Graduate Attributes**

- Problem Solving
- Information Literacy

# 3 Written Assessment 2

**Assessment Type**
Written Assessment

**Task Description**
Health Promotion Program Proposal Report (40%)
Word limit: 2,000 words
For this assignment, you can choose to address one of the four described topics - details provided on the unit Moodle site.
You are required to develop a health promotion program for delivery in your community. You will submit a report providing details of the following:
1. Justification statement
2. Needs assessment plan
3. Overview of health promotion strategies included in the program
4. Evaluation plan
This assessment is to be written as a report. A report outline is provided on the unit Moodle site.
Peer collaboration: Students may voluntarily work in pairs for this assignment task. Students will need to identify, on the cover page, the sections of the report that each student has completed. From this information, 10% of your marks for this assignment will be allocated to your contribution to the assessment. Each pair member will receive a copy of the marked assignment and the grade.
Students can submit this assignment as a pair or individually if optional paired work has not been chosen.

**Assessment Due Date**
Week 12 Tuesday (3 Oct 2023) 11:45 pm AEST

**Return Date to Students**

Results of this final assessment item will be provided two weeks after submission

**Weighting**
40%

**Minimum mark or grade**
50%

**Assessment Criteria**
Your report will be marked according to: explanation of justification; description of needs assessment plan; overview of strategies used in the program; description of evaluation plan; quality of evidence. Students who have worked as a pair will also be marked on their individual contributions to the assignment. The individual component is the section/s of the report that each student in the pair has completed. The individual component for each student in the pair will be marked according to the adequacy and quality of contribution.
Please refer to Moodle site for more information.

**Referencing Style**

- Harvard (author-date)
- American Psychological Association 7th Edition (APA 7th edition)

**Submission**
Online

**Submission Instructions**
Students can submit this assignment as: a pair or; as an individual if optional paired work has not been chosen.

**Learning Outcomes Assessed**

- Evaluate the principles underlying best practice in health promotion in relation to strategies
- Locate, critically evaluate and utilise information in the development of effective health promotion strategies
- Recommend culturally appropriate strategies to be applied in a variety of settings, including schools, workplaces, health service organisations and entire communities
- Argue the most appropriate strategy, or mix of strategies, for addressing a health related issue, including mental, emotional, social or physical health issues
- Determine the most appropriate methods, policies and resources to support the planning and implementation of health promotion strategies.

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Cross Cultural Competence
- Ethical practice

# Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

**What is a breach of academic integrity?**
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

**Why is academic integrity important?**
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

**Where can I get assistance?**
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

**What can you do to act with integrity?**



**Be Honest**
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

**Seek Help**
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

**Produce Original Work**
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem