

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



HLTH12028 *Health Promotion Strategies*

Term 1 - 2026

Profile information current as at 30/08/2026 05:10 am

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 1 - 2026

- 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
- Academic Progression Policy and Procedure
- Student Refund and Credit Balance Policy and Procedure
- 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 feedback

Feedback

More flexible timetabling of online classes to encourage higher attendance.

Recommendation

As many students are out on placement during T2, a more flexible rolling schedule of online classes will be added to help students attend more of the live sessions.

Feedback from Student feedback

Feedback

Students also identified areas for improvement, particularly around the clarity of assessment expectations, and the timing of Moodle coursework across the term.

Recommendation

Based on this feedback, improvements will be introduced for the next offering of the unit, including: Assessment instructions and marking criteria will be refined to provide clearer expectations. This includes annotated exemplars, improved scaffolding, and more explicit explanations of what constitutes higher-level responses. Improved pacing of workload: Weekly Moodle content and assessment timelines will be reviewed to ensure a more even distribution of workload and to reduce pressure points later in 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%	•	•	•	•		
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 - First Nations Knowledges						
11 - 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	11
1 - Written Assessment - 40%	•			•			•	•			
2 - Online Quiz(zes) - 20%		•		•							
3 - Written Assessment - 40%	•	•	•				•	•			

Textbooks and Resources

Textbooks

Information for Textbooks is not yet available.
The textbooks have not yet been finalised.

IT Resources

You will need access to the following IT resources:

Referencing Style

Information for Referencing Style has not been released yet.
This unit profile has not yet been finalised.

Teaching Contacts

Information for Teaching Contacts has not been released yet.
This unit profile has not yet been finalised.

Assessment Tasks

Information for Assessment Tasks has not been released yet.
This unit profile has not yet been finalised.

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.