



PBHL11001 *Public Health Data and Measurement*

Term 2 - 2018

Profile information current as at 19/08/2022 06:46 pm

All details in this unit profile for PBHL11001 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

There is an enormous body of health data and information that is relevant to public health and the ability to locate, interpret and communicate health information is a fundamental skillset required by all public health professionals. In this unit you will be introduced to the concepts of measurement and data relating to public health. You will explore potential sources of data, how to identify and interpret appropriate measurements and data for public health, and how to communicate measurements and data with confidence to inform public health decisions.

Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for 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 - 2018

- Distance

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. **Group Discussion**

Weighting: 20%

2. **Online Quiz(zes)**

Weighting: 30%

3. **Project (research)**

Weighting: 50%

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 feedback.

Feedback

The option of an evening tutorial (supplemented by an asynchronous tutorial) has been well received to assist students with other commitments.

Recommendation

The evening tutorial starting at 7.30pm will continue supplemented by the asynchronous tutorial for those who cannot attend.

Feedback from Student feedback.

Feedback

Students have appreciated the focus on practical skills with relatable examples in the tutorials.

Recommendation

The use of tutorials to demonstrate and practice critical thinking, critical reading, and construction of argument or thesis will continue.

Unit Learning Outcomes

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

1. Assess the source and quality of health information and data as related to public health.
2. Identify and interpret appropriate measurements and data for public health.
3. Communicate health information using a range of information technologies.
4. Reflect on individual, cultural, and ethical perspectives relating to health measurement and data.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Group Discussion - 20%	•	•	•	•
2 - Online Quiz(zes) - 30%		•		
3 - Project (research) - 50%	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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 - Group Discussion - 20%	•			•	•		•	•		
2 - Online Quiz(zes) - 30%		•	•	•		•		•		
3 - Project (research) - 50%	•	•	•	•			•	•		

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information

There is no assigned text book for this subject. Prescribed readings will be available through Moodle.

IT Resources

You will need access to the following IT resources:

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

Referencing Style

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

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)
- [Harvard \(author-date\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

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Schedule

Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Introduction and Critical Thinking	Prescribed learning activities - combination of journal articles, chapter readings and online activities	

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Foundations of Data & Measurement and Self Awareness	Prescribed learning activities - combination of journal articles, chapter readings and online activities	

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Measuring Mortality & Morbidity and Self Management	Prescribed learning activities - combination of journal articles, chapter readings and online activities	

Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Measuring Other Health Outcomes and Social Awareness	Prescribed learning activities - combination of journal articles, chapter readings and online activities	

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Measuring Exposures and Social Management	Prescribed learning activities - combination of journal articles, chapter readings and online activities	

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Qualitative Data	Prescribed learning activities - combination of journal articles, chapter readings and online activities	

Week 7 - 27 Aug 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Sources of Data for Public Health	Prescribed learning activities - combination of journal articles, chapter readings and online activities	Quiz Due: Week 7 Friday (31 Aug 2018) 5:00 pm AEST
Week 8 - 03 Sep 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Interpreting Research Findings	Prescribed learning activities - combination of journal articles, chapter readings and online activities	
Week 9 - 10 Sep 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Concepts of Data in non-Western Knowledge Systems	Prescribed learning activities - combination of journal articles, chapter readings and online activities	
Week 10 - 17 Sep 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Communicating and Describing Data Part 1	Prescribed learning activities - combination of journal articles, chapter readings and online activities	
Week 11 - 24 Sep 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Communicating and Describing Data Part 2	Prescribed learning activities - combination of journal articles, chapter readings and online activities	
Week 12 - 01 Oct 2018		
Module/Topic	Chapter	Events and Submissions/Topic
The Concept of Evidence	Prescribed learning activities - combination of journal articles, chapter readings and online activities	Group Discussion Due: Week 12 Monday (1 Oct 2018) 9:00 am AEST
Review/Exam Week - 08 Oct 2018		
Module/Topic	Chapter	Events and Submissions/Topic
		Report Due: Review/Exam Week Monday (8 Oct 2018) 9:00 am AEST
Exam Week - 15 Oct 2018		
Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Group Discussion

Assessment Type

Group Discussion

Task Description

Each week as part of the course learning materials, students are asked to contribute to discussions or activities using online tutorials or forums. Students' contributions and interactions with their colleagues will be assessed against the criteria below. This assessment is worth 20% of the overall grade.

Feedback on contributions during weeks 1-5 will be provided during the mid term break to allow students to apply that feedback during week 6.

Assessment Due Date

Week 12 Monday (1 Oct 2018) 9:00 am AEST

Return Date to Students

Exam Week Monday (15 Oct 2018)

Weighting

20%

Assessment Criteria

Students will be assessed on the quality of their input to forum discussion activities across the semester. Contributions will be assessed on the following criteria:

1. Comprehension and understanding of the topic
2. Relevance
3. Critical thinking and depth
4. Quality of expression
5. Engagement and interaction with colleagues

For each criteria, students will be given a grade ranging from 0 (poor), 2 (sufficient), to 4 (outstanding).

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)
- [Harvard \(author-date\)](#)

Submission

No submission method provided.

Learning Outcomes Assessed

- Assess the source and quality of health information and data as related to public health.
- Identify and interpret appropriate measurements and data for public health.
- Communicate health information using a range of information technologies.
- Reflect on individual, cultural, and ethical perspectives relating to health measurement and data.

Graduate Attributes

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

2 Quiz

Assessment Type

Online Quiz(zes)

Task Description

The quiz is a combination of multiple choice and short answer questions that will test your understanding of the core concepts for the unit covered in weeks 1 - 6. You will be allowed one attempt at the quiz and will have 2 hours to complete it once it has been opened. The questions for each student will be drawn randomly from a pool of questions. Students will complete the quiz in Moodle.

Number of Quizzes

1

Frequency of Quizzes

Other

Assessment Due Date

Week 7 Friday (31 Aug 2018) 5:00 pm AEST

The quiz will open at 9am on Friday 24 August and will close at 5pm on Friday 31 August.

Return Date to Students

Week 8 Monday (3 Sept 2018)

Results and feedback will be available on Monday 3 September.

Weighting

30%

Assessment Criteria

As questions are either multiple choice, true / false, or matched answer, each question will be assessed on whether it is correct or not.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)
- [Harvard \(author-date\)](#)

Submission

No submission method provided.

Learning Outcomes Assessed

- Identify and interpret appropriate measurements and data for public health.

Graduate Attributes

- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice

3 Report

Assessment Type

Project (research)

Task Description

You will write a report on the impact of one of the health outcomes below on population health in Australia over the last 20 years.

1. Syphilis
2. Rheumatic Heart Disease
3. Dementia

The report is worth 50% of your overall grade. It should be 2500 words long and include data visualisation. It will draw on appropriate sources to outline the **differential impact** of a particular health outcome or behaviour over the last 20 years in Australia. You should use devices, such as headings and subheadings, where appropriate to guide your reader. You can discuss your topic, and how you might like to approach it during the tutorials.

Assessment Due Date

Review/Exam Week Monday (8 Oct 2018) 9:00 am AEST

Return Date to Students

Exam Week Friday (19 Oct 2018)

Weighting

50%

Assessment Criteria

Assessment criteria for the presentation assessment are:

1. Clear and accurate communication of ideas: spelling, grammar, style and tone, clear layout.
2. Professional presentation: appropriate headings, labels, objects and information have a logical sequence and contribute to an overall understanding.
3. Clearly and comprehensively communicates appropriate measures relevant to understanding the current issues around **your topic*** in Australia.
4. Utilises and appropriately references a range of appropriate and credible data.

A full marking rubric is available on Moodle.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)
- [Harvard \(author-date\)](#)

Submission

No submission method provided.

Learning Outcomes Assessed

- Assess the source and quality of health information and data as related to public health.
- Identify and interpret appropriate measurements and data for public health.

- Communicate health information using a range of information technologies.
- Reflect on individual, cultural, and ethical perspectives relating to health measurement and data.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- 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