PBHL11001 *Public Health Data and Measurement*
Term 2 - 2023

Profile information current as at 05/05/2024 06:32 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 - 2023

- Online

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 Moodle

Feedback

The unit is very content heavy and it becomes difficult to balance course work with assignments and discussion posts. Perhaps review the amount of resources for each week.

Recommendation

Revise each week's content and activities to ensure it is proportionate to the level of a first-year university education requirement. The current weekly content is overloaded.

Feedback from Moodle

Feedback

It was great to have weekly content to go through and it wasn't so much face-to-face. Personally, there were so many pre-recorded lecture videos to watch in some weeks that I believe could be cut back and simplified. Overall, I enjoyed this unit's discussions and learning outcomes.

Recommendation

Provide one pre-recorded lecture each week.

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

| — 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**
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.

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 style: Harvard (author-date)
For further information, see the Assessment Tasks.

Teaching Contacts

William Mude Unit Coordinator
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Schedule

Week 1 | Introduction and critical thinking - 10 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
How we know and critical thinking	Prescribed learning activities - combination of journal articles, chapter readings and online activities	

Week 2 | Foundations of Data & Measurement - 17 Jul 2023

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

Week 3 | Measuring Mortality & Morbidity - 24 Jul 2023

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

Week 4 | Measuring Other Health Outcomes - 31 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Measuring Other Health Outcomes	Prescribed learning activities - combination of journal articles, chapter readings and online activities	• Discussion post due this week on Friday, 28 July 2023, at 9:00 AM (weight 5%).

Week 5 | Measuring Exposures: Risk and Protective Factors - 07 Aug 2023

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

Vacation Week - 14 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic

Week 6| Qualitative Data - 21 Aug 2023

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

Week 7 | Sources of Public Health Data - 28 Aug 2023

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 This Week (weight 30%) **Assessment 2** Due: Week 7 Friday (1 Sept 2023) 9:00 am AEST

Week 8 | Interpreting Research Findings - 04 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Interpreting Research Findings	Prescribed learning activities - combination of journal articles, chapter readings and online activities	

Week 9 | Communicating and Describing Data Part 1 - 11 Sep 2023

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

Week 10 | Communicating and Describing Data Part 2 - 18 Sep 2023

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 | The concept of evidence - 25 Sep 2023

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	Discussions on the Forum Due This week (weight 15%)

Week 12 | Challenging Bias - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
The Concept of Evidence	Prescribed learning activities - combination of journal articles, chapter readings and online activities	Report Due This Week (weight 50%) **Assessment 3 | Report** Due: Week 12 Friday (6 Oct 2023) 11:59 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 Group discussion

Assessment Type
Group Discussion

Task Description
Each week, as part of the course learning materials, students are encouraged to contribute to discussions or activities using online tutorials or forums throughout the term. This assessment is divided into two parts.

ASSESSMENT PART 1A: Each student needs to contribute **ONE** discussion **BEFORE** Week 4 so that feedback will be provided to contributions made to enable students to improve their later contributions.

- ONE discussion post must be completed before week 4. Due in Week 3 on Friday, 28 July 2023 at 9:00 AM, and weight 5%.

ASSESSMENT PART 1B: Each student must contribute at least THREE discussions throughout the term.

- THREE discussion posts must be submitted from week 4 to week 11. Due in Week 11 on Friday, 29 September 2023 at 9:00 AM (weight 15%).

Students must copy their posts on Moodle (including the date and time of posting) and put them in **ONE** Word document when submitting. All posts must be titled appropriately, as they will be cross-checked with the online version. Any submission that does not match the online version will receive zero marks.

Assessment Due Date

Throughout the term

Return Date to Students

Formative feedback will be provided during the mid term break on contributions up to week 4. Summative feedback and grades will be provided at the end of term.

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 post, students will be given a grade ranging from 0 (poor), 2.5 (sufficient), to 5 (outstanding).

Referencing Style

- [Harvard (author-date)](#)

Submission
Online

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 Assessment 2

Assessment Type
Online Quiz(zes)

Task Description
The quiz is a combination of 20 multiple choice and short answer questions that will test your understanding of the core concepts for the unit covered in weeks 1 - 6, and it is due on Friday of week 7 at 11:59 PM.

- This Quiz will open on 28 August 2023 at 09:00 AM
- The questions for each student will be drawn randomly from a pool of questions.
- There is no time limit to complete the quiz and you can save your answers and return to them later (while the quiz is available).
- You will be allowed one attempt only.
- After you have submitted your attempt, you will get your grade for the quiz.
- Once the quiz has closed, you will get your final result from the quiz showing which questions you got right or wrong. This will let you know what areas you need to

study/revise.
  * You should choose the correct answer.

Number of Quizzes
12
Frequency of Quizzes
Other
Assessment Due Date
Week 7 Friday (1 Sept 2023) 9:00 am AEST
Return Date to Students

Students will be able to see their grade and feedback after the quiz closes.
Weighting
30%
Assessment Criteria
The quiz will assess students' understanding of topics covered in Weeks 1-6, including critical thinking, fundamental measurements of health outcomes, measurement of exposures, self-management and social awareness.

Referencing Style

  * [Harvard (author-date)](#)

Submission
Online
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 Assessment 3 | Report

Assessment Type
Project (research)
Task Description
Research and write a report on the impact of one (1) of the health outcomes below on population health in Australia over the last 20 years.

  * Motor vehicle accidents
  * COPD
  * Skin cancer
  * Dementia
  * Gastrointestinal disease

The report is worth 50% of your overall grade. It should be 2500 (10% under- 10% over is acceptable) words long and include data visualisations. 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 headings and subheadings, where appropriate, to guide your reader and you must reference appropriately using either Harvard (preferred) or APA style. You can discuss your topic, and how you might like to approach it during the tutorials or on the Q&A forum.

Assessment Due Date
Week 12 Friday (6 Oct 2023) 11:59 pm AEST

Return Date to Students

Return graded assessments online following certification of grades.

Weighting
50%

Assessment Criteria
Your report will be assessed according to the following criteria:
Relevance (30%)

- Communicates an understanding of the current issues around the selected topic in the Australian context
- Utilises a range of appropriate references
- Accuracy of data visualisations

Validity (40%)

- Depth of analysis of the chosen topic
- Originality of argument
- Quality of data visualisations
- Quality of references used

Organisation (20%)

- Clear communication of ideas
- Logical sequence
- Appropriate written style

Presentation (10%)

- Professional layout and consistent style (fonts, paragraph spacing, headings, etc)
- Appropriate headings & subheadings
- Data visualisations are consistent in style, attractive and easily interpreted
- Objects are appropriately labelled
- Correct spelling and grammar
- Referencing is consistent and correct according to Harvard style.

Referencing Style

- [Harvard (author-date)](#)

Submission
Online

Submission Instructions
The assessment needs to be submitted online on the Moodle site. Email submission are not accepted.

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