

## Access to Higher Education Unit

This unit forms part of an Access to HE Diploma. If delivering the graded version of this unit, please refer to the Provider Handbook for details on grading descriptors and the application of these across units within your programme.

**Unit Title:** Health Promotion

**Graded Unit Reference Number:** GA33HEA06

**Ungraded Unit Reference Number:** UA33HEA06

**Module:** Health Studies; Sociology

**Level:** Three (3)

**Credit Value:** Three (3)

**Minimum Guided Learning Hours:** 30

**Units barred for selection against this unit:**

- Promoting Health (GA36BIO37 / UA36BIO37)

| Learning Outcome (The Learner will):   | Assessment Criterion (The Learner can):  |
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| 1. Understand theories underpinning health promotion and health education                                | 1.1 Outline the theoretical models that underpin health promotion and health education activities e.g. stages of change model, health belief model, social learning theory<br>1.2 Explain how one theoretical model may be applied to health promotion and/or health education   |
| 2. Understand the reasons for health promotion and the features of successful health promotion campaigns | For a specific health promotion campaign:<br>Describe the aims of the campaign<br>2.1<br>2.2 Describe the potential positive benefits of a successful campaign<br>2.3 Evaluate the methods use in the campaign, e.g. TV broadcasts, leaflets, posters etc.<br>2.4 Evaluate the success of the campaign in terms of the original aims |