

Access to H.E. National Programme Unit



Unit Title:	Health Promotion		
Graded Unit Code:	GA33HEA06	Ungraded Unit Code:	UA33HEA06
Pathway(s):	Health Humanities and Social Science		
Module(s):	Health Studies Sociology		
Level:	3	Credit Value:	3
Valid from:	1 st August 2014	Valid to:	31 st July 2024

The following QAA grade descriptors must be applied if you are delivering the graded version of this unit:

2	Application of knowledge
4	Use of information
5	Communication and presentation
7	Quality

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
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 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: 2.1 Describe the aims of the campaign;

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	2.2 Describe the potential positive benefits of a successful campaign;
	2.3 Evaluate the methods use in the campaign, e.g. TV broadcasts, leaflets, posters etc.;
	2.4 Evaluate the success of the campaign in terms of the original aims