Module Aims
The aim of this module is to enable students to gain confidence and competence in using a variety of approaches to promote healthy lifestyles with individuals, groups and communities.

Students will be introduced to strategies, such as motivational interviewing, which can be used in partnership with clients to empower them to make changes which will maximise their health potential.

The concept of health promotion will be set in the context of contemporary health policy and the underlying political agenda will be discussed. The role of social capital in promoting health will be explored.

Module Content
Overview of health and health promotion
Models and approaches
Changing health behaviour
Social marketing
Social capital
Social networks
DH Public health policies
Political agenda associated with health promotion
Lifestyle choices
Empowerment and self efficacy
Facilitation skills
Motivational interviewing

Pre-requisites of Study
None

Delivery of Module
Lectures/ seminars/ poster presentation/ micro-teaching/ workshops/discussion

Assessment
Students will be given two formative tasks

Formative Poster Presentation
The student will be required to prepare a poster which is aimed at a specified target audience and contains an appropriate health promotion message. The information on the poster should be based on current research based evidence. The poster will be presented to the student group.

Formative Microteaching
The student will produce a lesson plan and deliver a short microteaching presentation to the class using appropriate facilitation skills. The lesson plan will be shown to the tutor facilitating the session. The microteaching will be peer reviewed by the group

Summative Assessment
The student will write an annotated bibliography which discusses the topic of a specific health promotion message and appraises the content of references which have been used to inform the design and focus of a health promotion poster. It will be submitted electronically along with a slide of the poster. **2,000 words +poster**