

# PUB351 Health Promotion Implementation and Evaluation

School: School of Health - Public Health

2024 Semester 2

UniSC Sunshine Coast

**BLENDED  
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

*Please go to [usc.edu.au](http://usc.edu.au) for up to date information on the teaching sessions and campuses where this course is usually offered.*

## 1. What is this course about?

### 1.1. Description

In this course, you will develop the knowledge and skills required to plan for the implementation and evaluation of health promotion action. You will research evidence-based health promotion strategies and partnerships used to address the determinants of a health and wellbeing priority, and develop a health promotion strategy portfolio based on evidence and theory. You will learn about health promotion evaluation approaches and develop formative and process evaluation plans for your health promotion strategy portfolio.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Online independent structured learning materials	2hrs	Week 1	13 times
<b>Tutorial/Workshop 1</b> – On-campus workshop	2hrs	Week 1	13 times

### 1.3. Course Topics

Health promotion implementation and evaluation competencies

Health promotion implementation and evaluation values, principles and processes

Evidence-based health promotion strategies

Health promotion strategy portfolio

Health promotion settings and strategy theories

Community engagement, partnerships and Cultural Safety

Formative evaluation planning

Process evaluation planning

Process evaluation indicators, methods, tools and measures

## 2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

## 3. What is the unit value of this course?

12 units

## 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	International Union for Health Promotion and Education
1 Apply best practice health promotion principles and theories to plan for the implementation and evaluation of ethical and culturally safe health promotion action.	Empowered Ethical	B.3, B.5, A.6, B.6, 1.2, 5.1, 7.2, 8.1, 9.4
2 Use evidence-based literature to research, design and communicate a sustainable strategy portfolio that addresses determinants of a complex health and wellbeing priority.	Empowered Sustainability-focused	B.3, B.6, A.10, 1.3, 1.5, 2.2, 3.1, 3.2, 3.3, 3.4, 7.3, 7.5, 9.4
3 Use evidence-based approaches to research and design a comprehensive plan to evaluate the strategy portfolio in a health promotion project.	Creative and critical thinker Empowered	B.7, B.8, 9.1, 9.2, 9.3, 9.4

### \* Competencies by Professional Body

CODE	COMPETENCY
<b>INTERNATIONAL UNION FOR HEALTH PROMOTION AND EDUCATION</b>	
B.3	The determinants of health and their implications for health promotion action
B.5	Health promotion models and approaches which support empowerment, participation, partnership and equity as the basis for health promotion action
A.6	Ensuring that health promotion action is beneficial and causes no harm
B.6	The current theories and evidence which underpin effective leadership, advocacy and partnership building and their implication for health promotion action
B.7	The current models and approaches of effective project and programme management (including needs assessment, planning, implementation and evaluation) and their application to health promotion action
B.8	The evidence base and research methods, including qualitative and quantitative methods, required to inform and evaluate health promotion action
A.10	Sustainable development and sustainable health promotion action
1.2	Use health promotion approaches which support empowerment, participation, partnership and equity to create environments and settings which promote health
1.3	Use community development approaches to strengthen community participation and ownership and build capacity for health promotion action
1.5	Work in collaboration with key stakeholders to reorient health and other services to promote health and reduce health inequities.

CODE	COMPETENCY
2.2	Engage with and influence key stakeholders to develop and sustain health promotion action
3.1	Engage partners from different sectors to actively contribute to health promotion action
3.2	Facilitate effective partnership working which reflects health promotion values and principles
3.3	Build successful partnership through collaborative working, mediating between different sectoral interests
3.4	Facilitate the development and sustainability of coalitions and networks for health promotion action.
5.1	Work with stakeholders to agree a shared vision and strategic direction for health promotion action
7.2	Use current models and systematic approaches for planning health promotion action
7.3	Develop a feasible action plan within resource constraints and with reference to existing needs and assets
7.5	Identify appropriate health promotion strategies to achieve agreed goals and objectives.
8.1	Use ethical, empowering, culturally appropriate and participatory processes to implement health promotion action
9.1	Identify and use appropriate health promotion evaluation tools and research methods
9.2	Integrate evaluation into the planning and implementation of all health promotion action
9.3	Use evaluation findings to refine and improve health promotion action
9.4	Use research and evidence-based strategies to inform practice

## 5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

### 5.1. Pre-requisites

Not applicable

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

Not applicable

### 5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

## 6. How am I going to be assessed?

### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

### 6.2. Details of early feedback on progress

Weekly in-class practice activities will be used to provide you with early feedback to support your preparation for all tasks. Feedback on Task 2 will provide guidance towards completion of Task 3.

### 6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	20%	Completion of template	Week 4	Online Assignment Submission with plagiarism check and in class
All	2	Oral	Group	40%	Oral presentation (18 minutes + 2 minutes questions); short written critique	Week 9	Online Assignment Submission with plagiarism check and in class
All	3	Plan	Individual	40%	Written plan (completion of a template)	Exam Period	Online Assignment Submission with plagiarism check

#### All - Assessment Task 1: Strategy evidence report

<b>GOAL:</b>	To demonstrate your knowledge and skills in sourcing and using peer-reviewed literature to inform the design of a health promotion strategy portfolio.																		
<b>PRODUCT:</b>	Written Piece																		
<b>FORMAT:</b>	<p>Select a health and wellbeing topic for a priority population group of interest to you. Source, critique and summarise evidence-based literature on health promotion strategies that have been implemented and evaluated to address determinants of your chosen health and wellbeing priority [3 peer reviewed papers]. Generate evidence-based recommendations for effective health promotion strategies to be included in a comprehensive portfolio that will address your selected health and wellbeing priority. Use Vancouver JAMA style referencing. The strategy evidence report template and further details on how to approach and complete the strategy evidence critique will be available on Canvas.</p>																		
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### All - Assessment Task 2: Strategy portfolio presentation

<b>GOAL:</b>	To demonstrate your knowledge and skills in researching, designing and communicating a sustainable health promotion strategy portfolio that addresses determinants of a complex health and wellbeing priority for a priority population.																						
<b>PRODUCT:</b>	Oral																						
<b>FORMAT:</b>	<p>In groups of three or four, you will work collaboratively to design and orally present an evidence-based portfolio of strategies for a health and wellbeing priority in a selected community.</p> <p>Your oral presentation is for a professional audience and to be delivered via appropriate technology, for example, PowerPoint.</p> <p>Your presentation will include: an introduction to the health and wellbeing priority being addressed; justification for the priority population/community; explanation of how key best-practice health promotion principles have been addressed; summary of the evidence used to design the strategy portfolio; strategy portfolio, including theoretical basis and capacity to address determinants of the health and wellbeing priority; references.</p> <p>As a group, you will also submit a written critique of your peers' presentations.</p> <p>Use Vancouver JAMA style referencing.</p> <p>Further details on how to design a strategy portfolio and the oral presentation and peer critique requirements will be available on Canvas.</p>																						
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### All - Assessment Task 3: Formative and process evaluation plan

<b>GOAL:</b>	To demonstrate your knowledge and skills in using the evidence-based literature to design and communicate formative and process evaluation planning to evaluate health promotion portfolio strategies.	
<b>PRODUCT:</b>	Plan	
<b>FORMAT:</b>	<p>Individually you will develop a written health promotion formative and process evaluation plan for a health promotion resource and one (1) of the strategies included in the strategy portfolio you developed in Task 2, Strategy portfolio presentation. You will also draw on your Task 1 Evidence summary for this task.</p> <p>The formative evaluation plan component will include a plan for gathering feedback from stakeholders on the appropriateness of a health promotion resource for a community/population.</p> <p>The process evaluation plan component will include a justification for the process evaluation to assess project strategies and activities. For each element of process evaluation [exposure, participation, delivery, program satisfaction, context] you will identify an indicator of change and how you will measure any changes. This will include process performance indicators and relevant data collection methods and tools, types, sources, and timeframes. Once you have developed your process evaluation you will develop five (5) questions to be included in a survey tool to collect process evaluation data.</p> <p>Use Vancouver-style referencing.</p> <p>The formative and process evaluation plan template and further details on how to approach and complete the evaluation plan will be available on Canvas.</p>	

CRITERIA:	No.	Learning Outcome assessed
	1	Application of health promotion evaluation models. <span style="background-color: #ADD8E6; border-radius: 50%; padding: 2px;">1</span> <span style="background-color: #ADD8E6; border-radius: 50%; padding: 2px;">3</span>
	2	Use of evidence to develop an evaluation plan. <span style="background-color: #ADD8E6; border-radius: 50%; padding: 2px;">3</span>
	3	Technical accuracy of formative and process evaluation components. <span style="background-color: #ADD8E6; border-radius: 50%; padding: 2px;">3</span>
	4	Quality of the justification for the formative and process evaluation. <span style="background-color: #ADD8E6; border-radius: 50%; padding: 2px;">3</span>
	5	Alignment of process evaluation questions with the evaluation plan indicators. <span style="background-color: #ADD8E6; border-radius: 50%; padding: 2px;">3</span>
	6	Technical accuracy of process evaluation tool and questions. <span style="background-color: #ADD8E6; border-radius: 50%; padding: 2px;">3</span>

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

### 8.2. Specific requirements

Not applicable

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

### 10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent on the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

### 10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto:safe@usc.edu.au).

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au).

### 10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

### 10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

### 10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

### 10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

### 10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

### 10.10. General Enquiries

#### In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

