

Promoting Health: Skills, Perspectives and Practice

Quick facts

No residential school

7 Tutor-marked assignments (TMAs)

End of course assessment

Course content

'I found this course immensely interesting and stimulating. It provided much food for thought about how health promotion can affect everyday lives.' 'Lots of current information – this course felt very relevant and had practical application to my job in health care.' Comments from K301 students This course is for everyone who has an interest or a role in promoting health, in its broadest sense. It engages you in a systematic review and assessment of current ways of working to promote health, and provides you with practical skills, knowledge and understanding so that you will be able to develop, implement and evaluate new forms of practice. It offers you an opportunity to explore issues, innovations and dilemmas in health promotion, preventive measures, health education and the 'new public health'. The emphasis is on developing the possibilities of promoting health in a wide variety of ways and at different levels, and the aim is to move practice forward by enabling you to test and evaluate different strategies and frameworks for action. There is increasing emphasis on improving health through statutory and voluntary organisations, and the course provides a practical and theoretical foundation for this.

The course is concerned not only with official practice and policy in the health sector, but with all agencies and activities that can influence health, exploring and questioning policies and interventions that are being carried out in the name of health. It considers the radical changes that are called for by new approaches to health, both in the practice of professional health and public service workers and in people's everyday actions. It encourages effective forms of action in the different areas that influence health – public policies, professional practices, local community resources, consumers' and private citizens' interests – taking account of the complex interplay of ethical and political issues within and between them.

You will develop a clear conceptual framework for health promotion work and gain a thorough grounding in key skills. By the end of the course you should be able to:

- develop your skills in analysing and evaluating health information and statistics
- critically review the role of health education and explore different communication skills
- demonstrate your understanding of effective educational methods of facilitation and group work
- carry out systematic evaluation of health promotion initiatives
- endorse an approach to promoting health that is participative and that respects individuals', groups' and communities' rights to control
- explore partnerships and collaborations in promoting health between different health professional groups and among health workers, policymakers and lay and community groups
- debate ethical, political and professional dilemmas that arise in new practices and policies for promoting health
- develop ways of promoting health that tackle social and economic inequalities and that are holistic and culturally sensitive.

This course will interest anyone who is concerned with issues of health, particularly those who work in health care, perhaps as a hospital or community nurse, in a profession allied to medicine, in social care or in environmental health. It will also be of interest to local authority employees, teachers and people working in the voluntary sector on health matters. You are expected to have some familiarity with issues to do with the nature of health and health concepts, and the development of your skills and understanding in the area of promoting health assumes that you have had some practical experience, although it need not be in a professional capacity.

Entry

This is a Level 3 course. Level 3 courses build on study skills and subject knowledge acquired from studies at Levels 1 and 2. They are intended only for students who have recent experience of higher education in a related subject, preferably with The Open University. You will be reviewing the skills that you already have, developing your knowledge and

understanding of models and theories, and learning to assimilate and evaluate different techniques and approaches. If you have any doubt about the level of study, please seek advice from our Student Registration & Enquiry Service.

Qualifications

We can award a D27 Certificate in Health Promotion to students who successfully complete the course.

It is a specified course in our:

- B18 BA (Hons) or BSc (Hons) Health and Social Care
- B22 BA (Hons) or BSc (Hons) Health and Social Care (top-up)
- B17 BA (Hons) or BSc (Hons) Health Studies
- D10 Diploma in Health and Social Welfare (where it counts as only 30 points).

It can also count towards most of our other degrees at bachelors level, where it is equally appropriate to a BA or BSc. We advise you to refer to the relevant award descriptions for information on the circumstances in which the course can count towards these qualifications because from time to time the structure and requirements of a qualification may change.

If you have additional requirements

Some of the material is presented on audio cassette. If you are a new student, make sure that you have our booklet Meeting Your Needs. You can obtain a copy by contacting our Student Registration & Enquiry Service. We provide a range of support services but some may take several months to arrange. Please contact us for advice if you have concerns about taking this course, or about the support that could be provided.

Course materials

We use a mixture of media to help you learn. Our courses may include any of the following media that you will use from home (or wherever you choose to study): specially written texts, set books, online resources, audio CDs, audio and video cassettes, DVDs, CD-ROMs, computer software, a home experiment kit. For further information on set books go to <http://www3.open.ac.uk/about/setbooks/index.shtml>.

Teaching and assessment

Support from your tutor

You will have a tutor who will help you with the course material and mark and comment on your written work, and whom you can ask for advice and guidance. We may also be able to offer group tutorials. You are encouraged, but not obliged to attend tutorials. Where your tutorials are held will depend on the distribution of students taking the course.

There will be two one-day workshops that you are

obliged to attend, though excusal can be granted in certain circumstances. Where they will be held will depend on the distribution of students taking the course. Contact our Student Registration & Enquiry Service if you want to know more about study with the Open University before you register.

Assessment

There are six tutor-marked assignments (TMAs), including a project, and an end-of-course essay that takes the place of an examination.

Professional recognition

This course can make a significant contribution to the continuing professional development of nursing practitioners. It may also help you to gain recognition from a professional body. Ask our Student Registration & Enquiry Service for Recognition leaflet 1.6 Nursing, Midwifery and Health Visiting. This course will be mapped against the NHS Knowledge and Skills Framework or see the course description for **K301** at www.open.ac.uk/courses.

More information

For full details, including course fees, start dates, services for disabled students, any computing requirements and information on how to become a student, visit the Course and Qualifications website www.open.ac.uk/courses.

We make every effort to ensure that this information is accurate but it could change if regulations or policies change or because of financial or other constraints.