

HEALTH PROMOTION Assessment Guidance and FAQs

What is the purpose of the assignment?

The assignment appraises your knowledge and understanding of health promotion theory methods and how to apply them in practice. In line with the Learning Outcomes of the module, you will be specifically assessed on your ability to critically analyse and apply knowledge and understanding in relation to the following areas:

- Theoretical, philosophical and political foundations of health promotion
- Health promotion approaches and practices: models and interventions
- Political and ethical dimensions of health promotion
- The value of health promotion in tackling inequalities
- Personal and social responsibility in relation to health behavior
- The relationship between health promotion and public health
- The value and role of partnerships in health promotion.

Please bear the above in mind as you work on the assignment. We do not expect you to demonstrate detailed knowledge in every single area but if you show you grasp many of these key areas and can refer to them and link them to the health promotion initiative you choose to present and analyse then you are likely to achieve a higher grade.

The assignment also provides you with an opportunity to demonstrate your skills in using software to create an online health promotion resource as well as your communication and presentation skills.

Should I choose an existing (real) intervention or a hypothetical (imagined) intervention?

It is up to you to decide whether to focus on an existing or a hypothetical intervention, (an intervention that you design yourself, based on research into your chosen topic). A health promotion intervention/approach can take different angles and orientations. For example, you may choose to develop a healthy settings-based initiative, a behaviour change intervention, an empowerment intervention, a community development intervention or a media advocacy project (this list is not exhaustive). Whatever you choose, you will need to demonstrate your understanding of Health Promotion principles, theories and ideas and how these relate to the intervention.

Who is the target audience for the Sway?

You should imagine that you are producing your resource for health promotion professionals who are keen to learn about ways of making their practice more effective, based on health promotion theory and knowledge. You must therefore present them with a convincing and evidence-based plan for your chosen intervention, linked to your learning. This can include critiquing and suggesting improvements in relation to an existing intervention.

The resource should be written in an engaging, but also academic writing style, and will be assessed using the criteria set out in the UWE Post-graduate Faculty Marking Criteria.

How should I prepare for the assignment?

Please take time to think about a topic or area that interests you, and a health promotion intervention, approach or model for which you can provide a thoroughly researched resource. You will need to decide how focused and targeted you want to be, based on available literature and its relevance to policy and practice contexts. Bear in mind that you must convey to the reader that your intervention/approach is evidence-based, relevant to a particular health issue and policy context, and is accurate.

Once you have identified your topic and intervention, you are advised to undertake an extensive search of the published literature upon which to then build your resource. You should endeavour to draw upon and reference published, peer-reviewed literature drawing especially from health promotion journals and texts.

How should I structure my online health promotion resource?

You should structure your health promotion resource as set out on the page below ('General Guidance on Content'). You will be able to see previous successful submissions (excluding the reflective video) under the Assessment tab in Blackboard.

How much detail is required in the resource?

It must include sufficient detail for it to stand alone without explanation, as it will be marked independently of the oral presentation you make in your accompanying video. It should communicate an appropriate theoretical framework/model and a clear rationale. All theory, policy and practice methodologies must be supported with references (see referencing guide below). All source material, explanations and arguments must be fully referenced using UWE Harvard.

You are expected to convey a robust case for the intervention through the resource. ***You should avoid using too much space discussing the background or epidemiological problem; emphasis must be on the health promotion intervention itself.***

What is the word length for this assignment, and how is this checked?

The overall word length for the Sway is 2000 words excluding references, headings, captions and links. You can decide how best to structure and break up the text into pages. It is fine to experiment with new page headings to create the best flow and impact. We would certainly prefer you to be innovative and to make the best use of the platform. Remember also that excessive use of text (e.g. long blocks of narrative prose) can detract from the overall readability of the Sway.

Short, succinct messages are often much more effective provided they are well referenced/supported. We suggest you try to keep your points focused whilst being accurate and not overly superficial/simplistic. You can keep a count of your words by copying and pasting the prepared text from Word, as you go along.

What makes for a good assessment with a high grade?

We recommend you start planning your work as early as you can, once you have started fully engaging with the learning on the module.

Students who do well in the assessment have generally submitted assignments which include the following:

- Use of reliable source materials and evidence
- A clear explanation of the chosen intervention and its various components and health promotion theories/models can be applied to this, with examples
- Demonstration of range of knowledge acquired which relates to the Learning Outcomes of the module
- Critical analysis of the intervention
- Clear consideration of the target audience (health professionals)
- Neatly presented resource
- A well-prepared and succinct reflective video which addresses the set questions posed and demonstrates personal ownership of the Sway
- Consideration of marking criteria (see below).

What should the video presentation include?

The video is an opportunity for you to showcase your Sway and the knowledge and learning you have applied to its creation. Your 10-minute should include reflections on your own health promotion learning through development this resource.

You **must** use the video presentation to answer the following questions:

1. What public health issue did you seek to address through a health promotion intervention/approach?
2. Why did you choose this issue as the focus of your Sway?
3. What did you find out about how health promotion could be used to tackle your public health issue?
4. In what ways has your thinking changed as a result of your research in this area?
5. What are your conclusions about the value of your chosen health promotion intervention/approach in tackling the public health issue?

General Guidance on Content

Title

This should clearly express the issue or problem your 'Sway' addresses. You might want to include a sub-heading or 'strapline' to expand upon the title. Remember to be clear about the demographic focus and the purpose of the resource. Try to keep the heading completely relevant and focused on the problem at hand.

Overall Structure

You can create your own headings and structure to suit the content, or use the template provided.

Opening Page

As with the title, it is good to establish clear, focused messages on your first page that begins the journey for the reader, linking logically to subsequent pages. The home page is your 'front of house' or introduction to the resource. It is what the viewer first encounters so must convey a clear message and purpose. You should use language and images carefully, avoiding sensationalism or stereotyping. There is no restriction on the use of graphics, audio-visual resources and social media content, but remember to remain focused and relevant to the issue and to the demographic features of the population (social group and region). Also, bear in mind that your audience will be professionals and therefore the resource should be pitched/orientated in this way.

Rationale, Theory and Underpinning Evidence

These elements form the substance of your resource and can be broken up into separate or linked pages that have some coherence and make sense to the viewer. This part of the Sway should be academically rich and robust and include:

- Your Rationale – why is the problem relevant and significant for health promotion? What case can be made using published health promotion literature, and epidemiology/research evidence, for your selected approach and focus?
- Your Evidence Base – what published evidence is there to support your intervention approach? For example, if you are promoting and operationalising a particular health promotion model with a targeted population subgroup, what evidence are you basing this on, in terms of population need, health impact, and in what ways can the model chosen be considered appropriate and effective? Is there further scope for improvement?
- Wider Signposting & Linkage: You should identify and link to key relevant resources that particularly provide evidence (supporting the rationale) and examples of equivalent good practice (possibly from parallel contexts/topics). You should also include links to relevant policies or guidelines relevant to the population and/or region.
- You must reference (back up) all evidence, examples and claims.

Useful Links and References *[not included in word count]*

You should include useful links to other resources (approx. 10); for example, web pages of key health promotion agencies in the chosen field, research, theory or policy documents, illustrative video clips, etc. You must be selective: these must be recent, relevant, reliable and

appropriate. Next to your link, include a brief indication of the content and/or why it might be useful if this is not self-evident. All evidence, research, policy and theory must be supported via a list of references that you should try to provide links to in the form of in-text references (hyperlinks).

All information taken from sources – theories, models, policies, research evidence – must be referenced using UWE Harvard in the same way as your written assignments

<https://www.uwe.ac.uk/study/study-support/study-skills/referencing/uwe-bristol-harvard>

Please do not use a numbered referencing system.

Technical Tips

- Use graphics appropriately to illustrate the key issues and break up your text
- Beware of using stereotypical images.
- If you are using images, please ensure you have checked the copyright status of the images. You can search images that are free of copyright by searching 'creative commons' images within Sway.
- Use design and text layout appropriately. Avoid overcrowding the space or using too much text (i.e. this should *not* look just like an essay).

The Health Promotion Resource

- 'Sway' is the platform that must be used to develop the web-based resource.

Frequently Asked Questions (FAQs)

How should I submit the resource and video?

1. The Sway should be submitted as a URL: you should paste the URL into the submission text box for the Sway (coursework) component submission point.
2. The video should also be submitted as a separate file using Panopto.

You will receive further guidance on submission on the module pages on Blackboard.

What are the requirements on layout and headings?

Please see above on Guidance on content. You can also take a look at several previously submitted resources provided on Blackboard.

What is the word length for this assignment, and how is this checked?

Please see guidance above. If the marker suspects you have gone over the word count then they may copy and paste your words into Word to check this.

What is the maximum length of the video?

Videos should be 10 minutes long, and you should try and get as close to this length as possible. If video submissions do not fall within this margin, this will be taken into account in marking.

How should I prepare the reference list?

Please see above for guidelines on referencing.

How will my Sway be marked?

Below is the marking criteria that the team will use when grading your assessments. Your marker will use this as a guide when marking, so please ensure you have adequately addressed the criteria.

Section	What to look for	Additional comments
Topic and rationale	Has the student identified an appropriate public health issue and explained why it is relevant for health promotion?	
Intervention description	Has the student identified an appropriate intervention and explained it in sufficient detail that you understand what it comprises?	This should include a description of the target population and the specific intervention activities. Ideally students should also indicate expected outcomes, but students should not be marked down if it is obvious what the outcome is.
Evidence, theory and rationale	Has the student critically reviewed evidence to support their proposed intervention?	This could be an existing intervention, an intervention which they adapt to a new setting or health topic or could be a hypothetical intervention based on the evidence they have reviewed.
	Has the student critically analysed how health promotion theory, models or approaches are being applied in their intervention? Has the student explained at what level(s) the intervention is operating (individual, group, population) and the strengths and weaknesses	Simply describing a theory or model will not be enough to secure marks. Students must explain concisely why the theories/models they have chosen are appropriate to their intervention and how they are applied through the specific components of their specific intervention.

	of this approach (drawing on relevant literature.)	<p>Note, an intervention can be multi-level e.g. different techniques may be used at difference levels of influence (e.g. combining behaviour change techniques (individual level) with changes to the environment (e.g. community level)</p> <p>Students should be given credit if they mention impact on health inequities or relevant ethical issues here.</p>
Further development	Has the student described how the intervention could be further developed to increase its impact, e.g. how it could be adapted to other groups, or identifying other potential complementary interventions which could address the chosen problem.	<p>This could include a discussion of how the intervention might be adapted to other contexts/population groups or what other initiatives might work alongside it to enhance its impact. Students may also discuss how the intervention might be appropriately evaluated. Students should be given credit if they justify their suggested developments with reference to appropriate HP theory/models /approaches and relevant literature.</p>
Useful links, presentation and referencing	Has the student provided links to relevant additional resources?	These should be relevant and helpful.
	Has the student provided accurate references for the evidence and ideas presented in their Sway, using the UWE Harvard system?	Numbered referencing is not allowed, and a student should be marked down if they have used this.
	Is the Sway resource attractively presented and easy to read?	Useful and informative headings, text broken up into sections so easy to read, used appropriate images/video that enhance their written content, avoids sensationalism/stereotyping.
	Is the Sway resource appropriately targeted at a	The Sway should be targeted at health

	Health Promotion professional audience in terms of language and style?	professionals. Students can specify a particular group (e.g. midwives, school nurses, youth workers) but should make this clear in their Sway
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