

MODULE DESCRIPTOR

MODULE TITLE	PSYCHOLOGY OF HEALTH PROMOTION		
MODULE CODE	PS3045 (L6)	CREDIT VALUE	20 CREDITS / 10 ECTS
CAMPUS	UCLAN CYPRUS		
SCHOOL	SCHOOL OF SCIENCE		

MODULE AIMS

This module aims to:

- Examine the role of Psychology in Health Promotion.
- Emphasise the important contributions that behaviour, lifestyle and personality make to the promotion of good health and the development of illness.
- Develop students' independent learning skills.

MODULE CONTENT

This module will develop students understanding of the theories that can be applied to health promotion, for example, through the design of interventions which aim to change behaviour. Topics will examine the effectiveness of past and current health promotion campaigns and areas to be covered could include:

- An introduction to health promotion.
- Sex as a risk to health.
- Interventions to prevent HIV/AIDS and STIs.
- Alcohol and health.
- Prevention of alcohol related disease.
- Models of health behaviours
- Smoking
- Heart disease
- Cancer

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Work independently to identify, select, interpret and present appropriate information.
2.	Critically evaluate the application of principles of health promotion to a behaviour associated with potential health risk, e.g. unsafe sex, alcohol consumption.
3.	Critically evaluate the efficacy of interventions designed to facilitate behaviour change.
4.	Describe a model of health behaviour and critically evaluate its strengths in predicting and explaining a specific health behaviour.
5.	Work as part of a group to produce a specified piece of work.

TEACHING METHODS

Topic areas are covered by lectures and directed reading. One 'independent learning' topic is introduced to students as part of a seminar, but developed through independent study, with the support of reading lists/packs and tutor guidance. Students work in groups to produce a piece of coursework based on a topic covered in a lecture.

ASSESSMENT METHODS

The module is assessed through a coursework and a written examination.