

Module code: MOD005886	Version: 3 Date Amended: 05/Oct/2022
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1. Module Title
Health Communication

2a. Module Leader
Nurudeen Adesina

2b. School
School of Allied Health and Social Care

2c. Faculty
Faculty of Health, Medicine and Social Care

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Educating people about their health has never been so important to influence change. You will explore behavioural models commonly used to evaluate susceptibility to change. Using examples of campaigns from the UK and internationally, you'll learn about approaches used for health communication such as digital approaches alongside more traditional methods of communication such as posters, video and radio. You will develop skills through analysing past and present health promotion campaigns to influence your own campaign designs.

6b. Outline Content

- Models of behaviour change.
- How individuals interact with society.
- Communicating health to populations.
- Health literacy.
- Case studies of health behaviour change interventions

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Use theories and models of behaviour change to understand risky health decisions in individuals and communities
2	Knowledge and Understanding	Analyse methods of health message communication
3	Intellectual, practical, affective and transferrable skills	Deconstruct health promotion campaigns using principles of health communication
4	Intellectual, practical, affective and transferrable skills	Demonstrate effective communication techniques to promote behaviour change in client /patient consultations.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-4	Lectures, seminars, workshops. 2 hours x 12 weeks
Other teacher managed learning	36	1-4	Group-work (e.g. TBL) 3 hours x 12 weeks
Student managed learning	240	1-4	Preparation and practice, reading
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-4	100 (%)	Fine Grade	30 (%)
Presentation: Creation of an infographic with a 10-minute student oral presentation and questions on their infographic (equivalent to 4000 words)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]