



## Course Outline

**Code: PUB252**

### **Title: Health Promotion Needs Assessment and Planning**

<b>School:</b>	Health & Sport Sciences
<b>Teaching</b>	Session: Semester 1
<b>Year:</b>	2019
<b>Course Coordinator:</b>	Dr Rachel Cole Email: rcole@usc.edu.au Tel: 61 7 5459 4656
<b>Course Moderator:</b>	Dr Jane Taylor Email: jane.taylor@usc.edu.au Tel: 61 7 5459 4543

#### **1. What is this course about?**

##### **1.1 Course description**

This course will develop your knowledge and skills to conduct a community health and wellbeing needs assessment and compile an evidence-based health promotion plan. Your health promotion plan will include a comprehensive health issue analysis for a health and wellbeing priority, and related project goal, objectives and sub-objectives.

##### **1.2 Course topics**

Health promotion program planning models  
Gathering, analysing and reporting health and wellbeing data  
Asset- and strength-based approaches to working with communities  
Community consultation  
Understanding and prioritising health issues  
Analysing the determinants and population characteristics of health issues  
Determining project goals and objectives to address a health issue

#### **2. Course level**

200 level Developing

#### **3. Unit value**

12 units

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

<b>Specific Learning Outcomes</b> On successful completion of this course you should be able to:	<b>Assessment Tasks</b> You will be assessed on the learning outcome in task/s:	<b>Graduate Qualities or Industry Standards mapping</b> Completing these tasks successfully will contribute to you becoming:
Source, critique and interpret information on the broad range of determinants of health for a community, and present and discuss the results.	Task 1: Needs assessment case study Task 2: Online activities	Empowered.
Use appropriate approaches and tools to effectively engage with community stakeholders	Task 1: Needs assessment case study	Ethical.
Use evidence-based literature to conduct a health issue analysis and develop a health promotion project plan to address the health issue.	Task 2: Online activities Task 3: Health promotion project plan	Empowered.

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

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

**5.1 Enrolment restrictions**

Nil

**5.2 Pre-requisites**

Nil

**5.3 Co-requisites**

Nil

**5.4 Anti-requisites**

CPH252 or PUB722

**5.5 Specific assumed prior knowledge and skills (optional)**

Nil

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

### 6.1 Grading scale

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

### 6.2 Assessment tasks

Task No.	Assessment Tasks	Individual or Group	Weighting	What is the duration / length?	When should I submit?	Where should I submit it?
1	Needs assessment case study	Individual	Total 40%: 5%; 35%	One online multiple-choice quiz; Three short answer questions	Before the workshop in Week 3; End of Week 7	SafeAssign and Blackboard
2	Online activities	Individual	30%	Full completion of four online activities	Before the workshops in Weeks 9, 10, 11 and 12	Blackboard and hard copy in the workshop
3	Health promotion project plan	Group	30%	Full completion of template provided	End of Week 13	SafeAssign
			100%			

#### Assessment Task 1: Needs assessment case study

<b>Goal:</b>	To develop your knowledge and skills in: <ul style="list-style-type: none"> <li>applying community consultation frameworks to engage with the community about health and wellbeing issues, and</li> <li>sourcing, critiquing, interpreting, and reporting community health and wellbeing information from secondary sources..</li> </ul>
<b>Product:</b>	a) Answers to questions in one online multiple-choice quiz. b) Short answers to three case study questions.
<b>Format:</b>	<ul style="list-style-type: none"> <li>Work individually to critique an existing needs assessment process</li> <li>Propose and undertake parts of an asset-based needs assessment, and</li> <li>Use Vancouver style referencing.</li> </ul>
<b>Criteria:</b>	You will be assessed on the: <ul style="list-style-type: none"> <li>Application of relevant frameworks to assess the health and wellbeing of a population</li> <li>Selection and planning of appropriate engagement methods, and</li> <li>Sourcing, reporting and interpreting secondary data.</li> </ul>
<b>Generic skill assessed</b>	<b>Skill assessment level</b>
Information Literacy	Developing
Communication	Developing

**Assessment Task 2: Online activities**

<b>Goal:</b>	To develop your knowledge and skills in health promotion project planning, and provide you with feedback in preparation for Task 3, in: <ul style="list-style-type: none"> <li>• sourcing and assessing relevant evidence to inform the development of health issue analysis and project goals, objectives and sub-objectives</li> <li>• analysing a health issue in a community using appropriate types of literature, and</li> <li>• developing project goal, objective and sub-objective statements for a specific health issue.</li> </ul>	
<b>Product:</b>	Four online activity responses	
<b>Format:</b>	<ul style="list-style-type: none"> <li>• Work individually to complete a range of online activities, and</li> <li>• Use Vancouver style referencing.</li> </ul>	
<b>Criteria:</b>	You will be assessed on the: <ul style="list-style-type: none"> <li>• Sources of evidence used to plan a health promotion project</li> <li>• Interpretation of evidence to inform the planning process</li> <li>• Application of health promotion planning models, and</li> <li>• Clarity of health promotion project plan elements.</li> </ul>	
<b>Generic skill assessed</b>		<b>Skill assessment level</b>
Information Literacy		Developing

**Assessment Task 3: Health promotion project plan**

<b>Goal:</b>	To develop your knowledge and skills in health promotion project planning to address a health issue in a community using evidence-based literature and information in a health issue analysis.	
<b>Product:</b>	Health promotion project plan	
<b>Format:</b>	<ul style="list-style-type: none"> <li>• In groups, develop a joint health issue analysis for your selected health issue and community</li> <li>• Research and communicate your health promotion project plan using the template provided (available on Blackboard), and</li> <li>• Use Vancouver style referencing.</li> </ul>	
<b>Criteria:</b>	You will be assessed on the: <ul style="list-style-type: none"> <li>• Application of health promotion planning models</li> <li>• Selection and interpretation of evidence to develop a health promotion project plan</li> <li>• Clarity of health promotion project plan, and</li> <li>• Application of tools for working in groups.</li> </ul>	
<b>Generic skill assessed</b>		<b>Skill assessment level</b>
Communication		Developing
Information Literacy		Developing
Collaboration		Developing

### **6.3 Additional assessment requirements**

#### **Blackboard**

As a student enrolled in this course you will have access to course information on the Blackboard site. You are strongly recommended to log onto the course site on a regular basis. All course announcements, course changes, posting of course materials and grades (via My Interim Results) will be accessed through Blackboard. It is your responsibility to ensure you have adequate internet access (either off campus or on-campus) in order to access Blackboard regularly and to complete required assessment tasks.

#### **Safe Assign**

In order to minimise incidents of plagiarism and collusion, this course may require that some of its assessment tasks are submitted electronically via Safe Assign. This software allows for text comparisons to be made between your submitted assessment item and all other work that Safe Assign has access to. If required, details of how to submit via Safe Assign will be provided on the Blackboard site of the course.

#### **Eligibility for Supplementary Assessment**

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

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

### **6.4 Submission penalties**

Late submission of assessment tasks will 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.

## **7. How is the course offered?**

### **7.1 Directed study hours**

13 weeks of blended learning

10 weeks of 1 x 2 hour workshops and 1 x 1 hour on-line workshop preparation activities per week

3 weeks of 1 x 3 hour online learning activities per week

**7.2 Teaching semester/session(s) offered**

Sippy Downs: Semester 1

**7.3 Course activities**

Teaching Week/ Module	What key concepts/content will I learn?	What activities will I engage in to learn the concepts/content?	
		Directed Study Activities	Independent Study Activities
1	<b>Health Promotion Needs Assessment</b> <ul style="list-style-type: none"> <li>Introduction to needs assessment concepts</li> </ul>	On-line workshop preparation activities Workshop activities	Provided via Blackboard
2	Assessing the health of communities <ul style="list-style-type: none"> <li>Critiquing a needs assessment process and data framework</li> </ul>	On-line learning activities	Provided via Blackboard
3	Community consultation <ul style="list-style-type: none"> <li>Stakeholder analysis</li> </ul>	On-line workshop preparation activities Workshop activities	Provided via Blackboard
4	Community consultation <ul style="list-style-type: none"> <li>Methods</li> </ul>	On-line workshop preparation activities Workshop activities	Provided via Blackboard
5	Community consultation <ul style="list-style-type: none"> <li>Session planning and question themes</li> </ul>	On-line learning activities	Provided via Blackboard
6	Sourcing and reporting secondary data	On-line workshop preparation activities Workshop activities	Provided via Blackboard
7	Synthesising and determining health priorities	On-line workshop preparation activities Workshop activities	Provided via Blackboard
8	Health Promotion Planning Analysis of a health issue <ul style="list-style-type: none"> <li>Types of evidence</li> </ul>	On-line learning activities	Provided via Blackboard
9	Analysis of a health issue <ul style="list-style-type: none"> <li>Understanding the causal pathway</li> </ul>	On-line workshop preparation activities Workshop activities	Provided via Blackboard
10	Health issue analysis feedback and group consolidation	On-line workshop preparation activities Workshop activities	Provided via Blackboard
11	Developing a project plan <ul style="list-style-type: none"> <li>Establishing project goals, objectives and sub-objectives</li> </ul>	On-line workshop preparation activities Workshop activities	Provided via Blackboard
12	Developing a project plan <ul style="list-style-type: none"> <li>Other components of project planning</li> </ul>	On-line workshop preparation activities Workshop activities	Provided via Blackboard
13	Course overview and review of needs assessment and planning competencies	On-line workshop preparation activities Workshop activities	Provided via Blackboard

Please note that the course activities may be subject to variation.

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

### 8.1 Prescribed text(s)

All course materials, readings and resources will be provided on Blackboard.

### 8.2 Required and recommended readings

Please note that this is a recommended textbook only that is available in the USC library. It is not compulsory, but may be used as a supplementary resource.

Author	Year	Title	Publisher
Hawe P, Degeling D and Hall J	1990 (first published)	Evaluating Health Promotion: A health worker's guide	MacLennan and Pretty: Sydney

Lists of required and recommended readings may be found for this course on its Blackboard site. These materials/readings will assist you in preparing for tutorials and assignments, and will provide further information regarding particular aspects of your course.

### 8.3 Specific requirements

Nil

## 9. Risk management

There is minimal health and safety risk in this course. It is your responsibility to familiarise yourself with the Health and Safety policies and procedures applicable within campus areas.

## 10. How can I obtain help with my studies?

In the first instance you should contact your tutor, then the Course Coordinator. Additional assistance is available to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [studenthub.usc.edu.au](http://studenthub.usc.edu.au). Contact Student Central for further assistance: Tel: +61 7 5430 2890 or Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

## 11. Links to relevant University policies and procedures

For more information on Academic Learning & Teaching categories including:

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

<http://www.usc.edu.au/university/governance-and-executive/policies-and-procedures#academic-learning-and-teaching>

## 12. General enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay

Tel: +61 7 5430 2890

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