



FACULTY OF HEALTH SCIENCES AND SPORTS
BACHELOR OF SCIENCES IN NURSING
LEARNING MODULE OUTLINE

Academic Year	2023-2024	Semester	2
Module Code	NEAP3102		
Learning Module	Health Education and Promotion		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	2	Contact Hours	30
Instructor	Mio Ka Wa, Ruth	Email	kwmio@mpu.edu.mo
Office	GF008 AE building, Taipa Campus	Office Phone	88936942

MODULE DESCRIPTION

The course aims to enable students to apply the concepts of health education and promotion in their professional practice. This course has 30-hour lecturers.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	Gain an understanding of concepts and strategies of health education and promotion.
M2.	Explain the models to promote health behaviours among individual, family, group, community.
M3.	Identify the factors that impact health behaviours and develop a health promotion plan of a community.
M4.	Describe the psychology issues, media, communication in health education and promotion.
M5.	Access, plan, implement and evaluate health education and promotion approaches and actions in community.
M6.	Design projects of health education and promotion and evaluate the effectiveness of interventions.



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5	M6
P1. Demonstrate an understanding of the holistic nature of the clients' health status involving individual, family, and community aspects.	√	√				
P2. Demonstrate effective communication skills and the ability to establish and maintain a therapeutic relationship with clients.				√		
P3. Demonstrate a mastery and an application of knowledge and skills for nursing practice, including biological sciences, social sciences and humanities, by making appropriate clinical reasoning and performing safe and therapeutic practice.		√	√	√		
P4. Demonstrate the ability to maintain legal and ethical standards of nursing practice.	√	√				
P5. Demonstrate the ability to carry out relevant research and contribute to the health of the community.				√	√	√
P6. Work effectively and efficiently alone or in teams.		√		√	√	√
P7. Demonstrate the ability to identify and evaluate health care issues.			√		√	√
P8. Demonstrate a critical understanding and apply the principles of evidence-based practice to the delivery of nursing care.					√	√

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Introduction to the subject Basic concepts of health education and promotion Health related behavior	4
2	Psychology of Health Communication and mass media Health measurement and health indices	4
3	Project design of health promotion: Needs Assessment Project design of health promotion: Planning	4
4	Project design of health promotion: Implementation Project design of health promotion: Evaluation	4
5	Health promotion in different sectors of a community: hospital	3
6	Health promotion in different sectors of a community: school	3
7	Health promotion in different sectors of a community: occupational groups	3
8	Health promotion in different sectors of a community: elderly	3
9	Test and presentation	2



TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5	M6
T1. Test	√	√	√	√		
T2. Presentation		√		√	√	√
T3. Writing assignment	√	√	√	√		

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Test	50	M1, M2, M3, M4
A2. Oral presentation	25	M2, M4, M5, M6
A3. Assignment	25	M1, M2, M3, M4

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

This learning module is graded on a 100-point scale, with 100 being the highest possible score and 50 being the passing score. Any student scoring less than 35% of the total mark in the final examination will be given an "F" grade for the course even if the overall grade is 50% or higher.



MARKING SCHEME

High grades will be awarded to work that demonstrates exceptional understanding and mastery of the subject matter and consistently exceeding expectations. The followings are the general assessment criteria for the assessment activities.

Assessment Activities	Assessment Criteria	Mark Ranges				
		88-100	73-87	58-72	50-57	<50
A1. Test	Demonstrates the correct concepts and knowledge of health education and promotion.	Excellent	Good/ Very Good	Satisfactory	Marginal Pass	Fail; not reaching marginal levels
A2. Oral presentation	Clearly presents health promotion plan for community that using media, health knowledge, and skills.	Excellent	Good/ Very Good	Satisfactory	Marginal Pass	Fail; not reaching marginal levels
A3. Writing assignment	Demonstrates effective writing skills and health promotion knowledge to develop a health plan for community people.	Excellent	Good/ Very Good	Satisfactory	Marginal Pass	Fail; not reaching marginal levels

Please refer to the 'Essay Rubric.pdf' and 'Presentation Evaluation Form.pdf' for the grading criteria of the writing assignment and oral presentation.

REQUIRED READINGS

Reading materials, such as medical notes and articles, will be provided to the students by the instructors of this module.

REFERENCES

Textbook(s)

Cottrell, R. R., Seabert, D., Spear, C., & McKenzie, J. F. (2021). Principles of Health Education and Promotion. Jones & Bartlett Learning.

Reference book(s)

王秀紅等 (2016) 健康促進:理論與實務。台北市：華杏。

黃敬亨 (2011) 健康教育學 (第五版)。上海：復旦大學出版社。

張蓓貞 (2015) 健康促進理論與實務。新北市：新文京出版社。

賴秀芬譯 (2010) 健康促進(第三版)。台灣：愛思唯爾。(原文 Naidoo, J. & Wills. J. (2009). Foundations for health promotion (3rd ed.). London: Elsevier.)

黃璉華等 (2013)。學校衛生護理(第三版)。台北：華杏。



- Benes, S., & Alperin, H. (2021). The essentials of teaching health education: Curriculum, instruction, and assessment. Human Kinetics.
- Cottrell, R. R, Girvan, J. T., McKenzie, J. F., & Seabert, D. (2017). Principles and foundations of health promotion and education (7th ed.). Boston: Pearson College Div.
- Campbell, S. H. (2021). Lactation: A Foundational Strategy for Health Promotion: A Foundational Strategy for Health Promotion. Jones & Bartlett Learning.
- Corbin, J. H., Sanmartino, M., Hennessy, E. A., & Urke, H. B. (2021). Arts and Health Promotion: Tools and Bridges for Practice, Research, and Social Transformation (p. 367). Springer Nature.
- Cross, R., Foster, S., O'Neil, I., Rowlands, S., Warwick-Booth, L., & Woodall, J. (2020). Health promotion: global principles and practice. CABI.
- Edelman, C. L., Kudzma, E. C., Mandle, C. L. (2014). Health promotion throughout the lifespan (8th ed.). Vancouver: Mosby.
- Green, J., Tones, K., Cross, R., & Woodall, J. (2015). Health Promotion Planning & Strategies (3rd ed.). London: SAGE Publications Ltd.
- Green, L. W. & Kreuter, M. W. (2005). Health program planning: an educational and ecological approach (4th ed.). New York: McGraw-Hill.
- Haugan, G., & Eriksson, M. (2021). Health Promotion in Health Care—Vital Theories and Research (p. 380). Springer Nature.
- McKinnon, M. (Ed.). (2021). Health Promotion: A Practical Guide to Effective Communication. Cambridge University Press.
- Naidoo, J., & Wills, J. (2016). Foundations for Health Promotion-E-Book. Elsevier Health Sciences.
- Pender, N., Murdaugh, C., & Parsons, M.A. (2015). Health Promotion in nursing practice (7th ed.). New Jersey: Pearson.
- Rootman, I., Edwards, P., Levasseur, M., & Grunberg, F. (Eds.). (2021). Promoting the Health of Older Adults: The Canadian Experience. Canadian Scholars' Press.
- Sharma, M. (2021). Theoretical foundations of health education and health promotion. Jones & Bartlett Learning.
- Talbot, L., & Verrinder, G. (2017). Promoting health: the primary health care approach. Elsevier Health Sciences.
- World Health Organization. (2021). Making every school a health-promoting school: country case studies.

Journal(s)

The American Journal of Health Promotion (AJHP)

Health Promotion Journal of Australia

Journal of Education and Health Promotion

Website(s) WHO <https://who.int>



STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.



Time table

Session	Date	Time	Topic	Teacher
1	12 Jan 2024 14:30-18:30	4 hours	- Introduction to the subject Basic concepts of health education and promotion - Health related behaviour	Ruth MIO
2	19 Jan 2024 14:30-18:30	4 hours	- Psychology of Health - Communication and mass media - Health measurement and health indices	Ruth MIO
3	26 Jan 2024 14:30-18:30	4 hours	- Project design of health promotion: Needs Assessment - Project design of health promotion: Planning	Ruth MIO
4	2 Feb 2024 14:30-18:30	4 hours	- Project design of health promotion: Implementation - Project design of health promotion: Evaluation	Ruth MIO
5	23 Feb 2024 14:30-17:30	3 hours	-Health promotion in different sectors of a community (cont.): hospital	Ruth MIO
6	1 Mar 2024 14:30-17:30	3 hours	-Health promotion in different sectors of a community (cont.): school	Ruth MIO
7	8 Mar 2024 14:30-17:30	3 hours	-Health promotion in different sectors of a community (cont.): occupational groups	Ruth MIO
8	15 Mar 2024 14:30-17:30	3 hours	-Health promotion in different sectors of a community (cont.): elderly	Ruth MIO
9	5 April 2024 14:30-16:30	2 hours	- Test and presentation	Ruth MIO