POPLHLTH 203  
Health Promotion: Philosophy and Practice

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Course description
This course focuses on the theories and practical skills required to be a competent health promotion practitioner.

Key course objectives

By the conclusion of the course, each participant will be expected to understand:

- The range of health promotion activity
- The values, theories and ideologies which underlie past and present courses of action in health promotion
- The role of the Treaty of Waitangi in health promotion
- Health promotion models that are indigenous to Aotearoa/New Zealand
- Key concepts in health promotion and how these ideas are used in practice
- A good understanding of the different strands of the Ottawa Charter.
- The centrality of power, empowerment and community capacity building in health promotion
- The place of lifestyle and behaviour change in health promotion
- The development of public policy as a health promoting activity

Structure of the course
The course has one two-hour class, one one-hour class and one one-hour tutorial each week.
Lecture/Tutorial schedule

<table>
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<tr>
<th>Section 1</th>
<th>Lecture Topic</th>
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| 1         | Introduction to health promotion  
Brief History of Health Promotion  
Health Promotion Values  
The Ottawa Charter – health promotion’s key planning tool  
Structure and workings of Parliament  
Introduction to Public Policy as a Health Promotion Activity.  
Creating Supportive Environments  
Community Development and Capacity Building  
Health Education |
| 2         | Health Promotion and the Determinants of Health  
Power, Privilege, Powerlessness and Empowerment  
Mental Health Promotion |
| 3         | Health Promotion Strategies  
Behaviour Change Models  
Developing a plan – what does planning mean?  
Partnerships, Organisational Development and the Settings Approach  
Research, Evidence and Evaluation  
Mental Health Promotion - Using the Arts to improve mental health |
| 4         | Colonisation – a recap  
The Treaty of Waitangi.  
Critically Examining Health Promotion from a Māori Perspective  
Māori models of health promotion |

Course assessment

- Essay: 25%
- Weekly reading quiz: 25%
- Term test: 20%
- Final examination: 30%

Recommended readings/textbooks

Required readings for each session, that are not in the text books, are in the Course Book, accessed electronically or on short loan in the Tamaki library.

Text Book
Promoting Health in Aotearoa, New Zealand. Louise Signal, Mihi Ratima (eds). Dunedin, New Zealand : Otago University Press. 2015