POPLHLTH 306 Health Promotion 2

Course coordinator
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Lecturer
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Course description
This course builds on the work of POPLHLTH 203 (Health Promotion). It introduces health promotion from a political and global perspective, further explores determinants of health and examines the strategies used by health promoters from a practitioner perspective.

Key course objectives
This course provides insight into leading edge health promotion practice and theory. By the end of the course, each participant will be expected to have an appreciation of

- The Bangkok Charter and the relevance of the global context to NZ health promotion practice
- How the current state of health and wellbeing in New Zealand occurred – recent economic and political history - and why this is relevant to health promotion practice
- How to have input into the government policy making process
- Critical determinant issues in health promotion practice
- A more in-depth understanding of strategies used in health promotion practice, including from a practitioner perspective
- How to evaluate and interrogate the evidence that is presented in a variety of settings and how to use evidence to support your work

Course structure
There is one x two hour lecture, one x one hour lecture and a one hour tutorial each week.

Lecture schedule

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<th>Section</th>
<th>Topic</th>
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| 1       | Introduction to Health Promotion II  
A brief history of the current political situation in NZ – how we got to where we are today  
Changes to health policies – 1980 – 1990s – 2000s  
How policy is made in the NZ political system |
| 2       | Health promotion from a Maori perspective – how do we move forward?  
Healthy Public Policy - what policy development looks like in practice  
Advocacy as a health promotion strategy  
Working with the media – a health promotion perspective  
Community development - putting the theories into action  
Working with the food industry - voluntary agreements |
| 3       | Globalisation one - Bangkok Charter  
Globalisation two - Implications for practice  
Health Promotion from a human rights perspective  
Ethical Dilemmas in Health Promotion |
| 4       | Gender as a determinant of health - women  
Gender as a determinant of health – men  
Discrimination and Racism as a Determinant of Health |
| 5       | Government propaganda and PR – how do evaluate evidence and information?  
Evaluating evidence – who do we believe? |
Course assessment

- Term test 20%
- Written assignment - submission 20%
- Reading comprehension assignment 10%
- Report 20%
- Examination 30%

Readings or recommended textbooks

Texts and required set readings are kept on short loan in the Library. Books and readings not available at the library are available on line, are on Canvas or in the course handbook.