

Unit 117: Principles of Health Promotion

Level:	2
Unit type:	Optional
Credit value:	2
Guided learning hours:	13

Unit Aim

The aim of this unit is to allow learners to be able to describe the factors that influence people's health and behaviour change and to state the role of effective communication in promoting healthy living.

Assessment requirements

This unit must be assessed in line with *Skills for Health Assessment Principles for Qualifications that Assess Occupational Competence* document. Detailed information can be found in *Annexe A* of the qualification specification.

Learning outcomes The learner will:	Assessment criteria The learner can:
1 Understand factors that influence health	1.1 Define concepts of health and health promotion
	1.2 Outline the effect of social class, housing, employment, culture, attitudes, values and beliefs on health
	1.3 Summarise national health policies and local initiatives related to health promotion
2 Understand behaviour change in health promotion	2.1 Outline theories of behaviour change
	2.2 Discuss factors that influence behaviour change
	2.3 Investigate barriers to change
3 Understand the role of effective communication in health promotion	3.1 Identify appropriate and inappropriate methods of communication
	3.2 Outline the range of health promotion communication methods
	3.3 Discuss the effectiveness of health promotion materials

Additional information about the unit

Exemplification of terms used in assessment criteria:

Theories could include:

- Social cognitive theory
- Theory of planned behaviour
- Transtheoretical Model.

Factors could include:

- Threat
- Fear
- Response efficacy
- Self-efficacy
- Barriers
- Benefits
- Subjective norms
- Attitudes
- Intentions
- Cues to action
- Reactance.

Communication methods could include:

- Informative
- Educative
- Persuasive
- Prompting.