

SUBJECT OUTLINE



Subject Name:

Foundations of Public Health for Complementary Medicine

Subject Code:

SOCF311

SECTION 1 – GENERAL INFORMATION

Award/s:

Bachelor of Complementary Medicine

Total course credit points:

48

Level:

3rd Year

Duration:

1 Semester

Subject Coordinator: Jenni Gamble (Adelaide campus)

Subject is: Core

Subject Credit Points: 2

Student Workload:

No. timetabled hours per week:

3

No. personal study hours per week:

2

Total hours per week:

5

Delivery Mode:

Face to face

2 hour lecture

1 hour tutorial

E-Learning

Details:

Narrated Powerpoint presentations

Tutorial - Asynchronous tutor moderated discussion forum and activities

Student handouts, web resources. Live interactive webinars

Full Time

Part Time

Pre-requisites:

Nil

Co-requisites:

Nil

SECTION 2 – ACADEMIC DETAILS

Subject Rationale

This subject is about the nature and scope of public health activity and the challenges facing public health in the twenty-first century. It provides conceptual basis for students to understand the inter-relationship between community education, social, economic, political, cultural and belief systems, lifestyle, health and public health, theories/principles, strategies and ethics. Students develop an understanding of the potential role of traditional medicine in primary health care bringing an international context to their studies. They also develop strategies for analysing and evaluating existing health programs to facilitate health changes. Students will explore the basic principles and methods of epidemiology and its fundamental importance in public health practice. Students also explore the process of identifying, quantifying, evaluating and managing the health effects of population exposure to various environmental contaminants.

Learning Outcomes

1. Identify the basic principles and methods of epidemiology and its fundamental importance in public health practice and apply those principles to community health planning and service integration.
2. Appraise the process of identifying, quantifying, evaluating and managing the health effects of population exposure to various environmental contaminants.
3. Demonstrate an understanding of health promotion programs in various content areas and how those programs function across a variety of settings.
4. Critically evaluate case study examples of current topical health promotion programs in terms of their theoretical underpinning, the planning model(s) used, implementation strategies and evaluation processes.
5. Articulate and utilise an understanding of the history and structure of health care systems and specify how social, political, legal, ethical, technological, economic, educational, media and cultural forces have shaped them.

6. Critically evaluate the impact of Globalisation, Neo-liberal monetary policy, and IMF policies on population health and health system capacity in developing countries.

Assessment Tasks

Type	Learning Outcomes Assessed	Week Content Delivered	Week Due	Weighting
Progressive Assessment				
Topic: Natural Medicine Solutions in Global Health				
Part A - Proposal (500 words)	1,3,4	1-5	5	20%
Part B - Written Report (2000 words)	2,5,6	6, 10-13	12	40%
Part C - Poster Presentation (A2 size)	2,5,6	6, 10-13	13	30%
Part D - Oral Presentation (10 minutes)	2,5,6	6, 10-13	13-14	10%

Prescribed readings:

- Lin, V., Smith, J., & Fawkes, S. (2014). *Public health practice in Australia the organised effort* (4th ed.). Crows Nest, NSW: Allen & Unwin.

Recommended readings:

- Lee, G., & Bishop, P. (2016). *Microbiology and infection control for health professionals* (6th ed.). Melbourne, Vic: Pearson Education.
- Naidoo, J., & Wills, J. (2009). *Health promotion: Foundations for practice* (3rd ed.). Edinburgh, Scotland: Bailliere Tindall. [ebook available]
- Talbot, L., & Verrinder, G. (2010). *Promoting health: The primary health care approach* (5th ed.). Chatswood, NSW: Elsevier. [ebook available]

Subject Content

Week	Lecture	Tutorial
1.	Introduction to Public Health <ul style="list-style-type: none"> Defining Health What is public health? Core functions of public health The health system in Australia The role of government The health workforce CAM workforce in Australia Drivers of change 	<ul style="list-style-type: none"> Explanation of the assessment tasks / activities / expectations. Facilitated discussion on the role of the CAM practitioner within the Australian health workforce; registration or co-regulation – industry. Drivers of change – implications of ageing population, party politics, workforce composition and distribution.
2.	Making decisions in public health <ul style="list-style-type: none"> Basic concepts and methods of health economics Basic concepts and methods of health policy Efficiency and equity 	<ul style="list-style-type: none"> Facilitated discussion and case study: the decision to implement an intervention, based on evidence, interests and process.

	<ul style="list-style-type: none"> Ethical challenges in public health Levels of evidence and decision making The economics of public health care reform in advanced and emerging economies International monetary fund (IMF) and globalisation 	
3.	Local and global public health perspectives <ul style="list-style-type: none"> Social Determinants of Health Global burden of disease Inequality and Inequity in health Primary health care WHO and holistic primary health care 	<ul style="list-style-type: none"> Facilitated discussion if the “world were a village of 100 people”. Intervention focus in low versus middle and high income countries – implications.
4.	Health Promotion <ul style="list-style-type: none"> Defining health promotion History of Health Promotion The Alma-Ata Declaration and the Ottawa Charter for Health Promotion Disease prevention Health education Public education Levels of prevention Health promotion strategies and settings 	<ul style="list-style-type: none"> Facilitated discussion on commonly used health promotion and health education methods. The benefits of a top-down and bottom-up approach will be discussed. Case study: multi-level and multi-strategy intervention.
5.	Health promotion programs and evaluation <ul style="list-style-type: none"> Stakeholder identification and engagement Capacity building for sustainable programs Advocacy Evaluation study designs Type of evaluation – formative, process, impact and outcome Comprehensive lifestyle programs and relevance for CAM practitioners 	<ul style="list-style-type: none"> Discussion and presentation of specific health promotion programs and the evaluation methods used. Case studies; Ornish program, SWAP IT, ‘It’s Your Move”.
6.	Introduction to Epidemiology <ul style="list-style-type: none"> Definition and background Changing patterns of mortality Design strategies in epidemiological research Measures of disease frequency and association Hierarchy of study design Strengths and limitations by design Validity – sensitivity and specificity 	<ul style="list-style-type: none"> Students will be provided with abstracts of a variety of papers to identify study type including – meta-analysis, randomised controlled trial, cohort, case control, cross sectional analytical and ecological study. Prostatic specific antigen (PSA) screening used as a case point to assess the validity of screening measures.
7.	Epidemiology and Research in Public Health <ul style="list-style-type: none"> The relevance of the epidemiological study in the provision of health care. Outbreaks, epidemics and clusters Prevention is better than cure Notifiable diseases in Australia 	<ul style="list-style-type: none"> Case study: Class discussion and group work to establish the questions that need to be asked to a patient presenting with acute digestive and diarrhoeal symptoms.
NON-TEACHING WEEK (note that make-up classes may be scheduled in this week) Semester 1 - This aligns with the week after Easter so it may fall between weeks 6 to 8.		

Semester 2 & Online Students - The break week falls between Weeks 7 and 8.		
8.	Biostatistics and EBP <ul style="list-style-type: none"> • Significance tests and confidence intervals • Probability and P=values • Sample sizes • Statistics in practice 	<ul style="list-style-type: none"> • Case study: students will critically appraise a meta-analysis and discuss the clinical relevance of their findings.
9.	Public Health Initiatives <ul style="list-style-type: none"> • Australia's National Preventive Health Strategy – action on obesity, tobacco and alcohol • Low income countries – HIV, child and infant mortality, women's health, malaria and dengue 	<ul style="list-style-type: none"> • Case study: Facilitated class discussion on the types of interventions and care needed to improve child and infant mortality in developing countries. Case study: protein energy malnutrition (PEM).
10.	Achievements and challenges in public health <ul style="list-style-type: none"> • Vaccinations, infectious diseases, tobacco use, HIV transmission rates, SunSmart, Screening; Fluoridation 	<ul style="list-style-type: none"> • Case study: for each of sub-topic and facilitated discussion on economic evaluation, ethics and equity of each.
11.	Environmental Health <ul style="list-style-type: none"> • Environmental risk factors • Definition of the modifiable environment • Environmental burden of disease attributable to: unsafe water, sanitation and hygiene, indoor air pollution from solid fuel use, outdoor air pollution • Heavy metals in the environment 	<ul style="list-style-type: none"> • Facilitated class discussion on the risk of eating fish high in mercury compared to the benefits of eating fish.
12.	Environmental Health <ul style="list-style-type: none"> • Environmental health monitoring, surveillance, policy and programs • Global plan for action Children's health • Public health consequences of global warming and effect on communicable disease rates 	<ul style="list-style-type: none"> • Case study: NSW Health, Housing for Health program.
13.	Food, Nutrition & Public Health <ul style="list-style-type: none"> • Nutrition science into the twenty-first century • New Nutrition Science paradigm • Priority population – economically, geographically and socially disadvantaged communities and populations. • Global developments in food systems • Changing food environments • Environmental and economic impact on food production and security • The impact of Neo-liberal monetary policy and globalisation on food security • IMF policies and impact on health in developing countries 	<ul style="list-style-type: none"> • Case study: School based nutrition intervention among primary school aged indigenous children in a remote community in Queensland and the positive impact on their health.
14-15.	Non-Teaching Weeks/Practical Exam Weeks 1 & 2. Note that make-up classes may be scheduled in these weeks.	
16-17.	Final Exam Weeks 1 & 2 Please refer to your Campus Timetable for the exact time and day of the final exam NOT ALL SUBJECTS HAVE A FINAL EXAM – PLEASE REFER TO THE ASSESSMENT INFORMATION ABOVE	