

SUBJECT OUTLINE



Subject Name:

Behavioural Change and Health Promotion

Subject Code:

SOCB311

SECTION 1 – GENERAL INFORMATION

Award/s:

Bachelor of Complementary Medicine

Total course credit points:

48

Level:

3rd Year

Duration: 1 Semester

Subject Coordinator: Nina Mezyk (Sydney 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

Narrated Powerpoint Presentations

Tutorials – asynchronous tutor moderated discussion forum and activities

Student handouts, web-based resources

Full Time

Part Time

Pre-requisites: SOCS221

Co-requisites: Nil

SECTION 2 – ACADEMIC DETAILS

Subject Rationale

This subject provides an introduction to health promotion, prevention, and behavioural change models, which are designed to assist in making positive health and lifestyle changes in individuals of differing sociocultural backgrounds. Upon completion of the subject students are expected to have a contemporary understanding of the key issues in the area, and an appreciation for a number of evidence-based multimodal health management strategies aimed at maximising helpful behavioural patterns. Students will also understand the fundamental guiding principles that inform public policy, as well as explore the economic and ethical influences that shape public policy.

Learning Outcomes

1. Demonstrate a critical understanding of psychological models underpinning theories of health behaviour and change.
2. Evaluate and apply current research literature with respect to the modification of an unhelpful behaviour.
3. Apply current best practice to modify individual or community behaviour in specific populations for specific health related issues.
4. Develop a communication strategy to promote health and wellbeing in individuals and communities.
5. Demonstrate the capacity to apply fundamental principles that inform public policy.

Assessment Tasks				
Type	Learning Outcomes Assessed	Week Content Delivered	Week Due	Weighting
Discussion forum Participation	1 -5	1 -10	2 -11	10%
Theoretical Essay (2000 words)	1, 2	1-3	Sunday following Week 6	50%
Health Promotion Brochure (500 words)	2, 3	1-9	Sunday following Week 9	20%
Writing Ministerial Letter (750 words)	4 - 5	1-12	Sunday following Week 13	20%

Prescribed readings:

- Riekert, K. A., Ockene, J. K., & Pbert, L. (Eds.) (2014). *The handbook of health behaviour change* (4th ed.). New York, NY: Springer Publishing Company. [ebook available]

Recommended readings:

- Buse, K., Mays, N., & Walt, G. (2012). *Making health policy* (2nd ed.). Maidenhead, England: Open University Press. [ebook available]
- De Jong, P., & Berg, I. K. (2013). *Interviewing for solutions* (4th ed.). Salt Lake City, UT: Cengage.
- Haber, D. (Ed.) (2013). *Health promotion and aging: Practical applications for health professionals* (6th ed.). New York, NY: Springer Publishing Company.
- Rakel, D., & Faass, N. (Eds.) (2006). *Complementary medicine in clinical practice*. Sudbury, MA: Jones and Bartlett Publishers Inc.
- Rollnick, S. P., Miller, W. R., & Butler, C. C. (2008). *Motivational interviewing in health care: helping patients change behaviour (applications of motivational interviewing)* (3rd ed.). New York, NY: The Guilford Press. [ebook available]

Subject Content		
Week	Lecture	Tutorial
1.	Introduction to Health promotion and Behavioural Change – Setting the Scene <ul style="list-style-type: none"> Health beliefs and conceptions Health behaviours – risky and Enhancing Predicting Health Behaviour 	<ul style="list-style-type: none"> Overview of the subject and introduction to the prescribed reading. Explanation and discussion of assessment tasks/activities and expectations Discussion – “Is drinking red wine good for your health?”
2.	Theories and Models of Health Behaviour Change (1) <ul style="list-style-type: none"> Social Cognitive Theory The Health belief Model Theory of Planned Behaviour Theory of Reasoned Action 	Reading – Text – Chapter 1 <ul style="list-style-type: none"> Discussion questions based on set text
3.	Theories & Models of Health Behaviour Change (2)	Reading – Text Chapter 2 <ul style="list-style-type: none"> Discussion questions based on set text

	<ul style="list-style-type: none"> • Transtheoretical Model • Relapse prevention Model • Socio-ecological models • Health Action Process Approach 	
4.	Techniques for Creating Change (1) <ul style="list-style-type: none"> • Motivational Interviewing • Solution Focussed Interviewing 	Reading – Text Chapter 8. <ul style="list-style-type: none"> • Articles pertaining to Solution Focused Techniques. • Facilitated discussion surrounding positive change language and solution focused techniques. Health promotion case studies.
5.	Techniques for Creating Change (2) <ul style="list-style-type: none"> • Behavioural techniques • Persuasive Techniques • Comprehensive Health Interviewing 	<ul style="list-style-type: none"> • Articles pertaining to Behavioural techniques • Facilitated discussion surrounding behavioural techniques and health interviewing • Review of a variety of web-based Health Promotion resources (Pinterest)
6.	Obstacles to Change <ul style="list-style-type: none"> • Psychosocial • Developmental • Culture 	Reading – Text Chapters 4, 5 & 6 <ul style="list-style-type: none"> • Facilitated discussion regarding obstacles to change, including factors that contribute to the maintenance of problematic behaviour • Health Promotion Case studies
7.	Prevention/Intervention in Health behaviour <ul style="list-style-type: none"> • Healthy Eating • Physical Activity • Stress • Multiple Risk Behaviour 	Reading – Text Chapters 7, 8, 11 & 12 <ul style="list-style-type: none"> • Activity: Design an intervention plan to encourage <ul style="list-style-type: none"> ○ Healthy eating, ○ Physical Eating or ○ Stress reduction in the workplace
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.	Maintaining Behavioural Change <ul style="list-style-type: none"> • Schools • Health Care Systems • The Built Environment 	Reading – Text Chapters 19, 21 & 22. <ul style="list-style-type: none"> • Identification of interventions in the built environment that have a positive impact on health behaviours
9.	Measuring and Evaluating Individual Change <ul style="list-style-type: none"> • Principles • Methodologies • Research 	Reading – Text Chapters 23 & 24. <ul style="list-style-type: none"> • “Measuring health behaviour – challenges and issues” • Exercise: Design a behaviour change project for a target group that shows similar barriers to change
10.	Ethical Issues in Behavioural Change <ul style="list-style-type: none"> • Collaboration • Empowerment versus Change • Lessons Learned 	Reading - TEngland, P 2012 ‘Behavior change or empowerment: On the ethics of health promotion strategies’, <i>Public Health Ethics</i> , vol. 5, iss. 2, pp. 140 – 153. <ul style="list-style-type: none"> • Group reflection and discussion of concepts and issues pertaining to the ethics of behavioural change.
11.	Australian Government Systems and Health <ul style="list-style-type: none"> • Health Policy imperatives • The policy cycle • Priority Setting • Top down, bottom up approaches 	Reading - Clavier, C & De Leeuw, E 2013, ‘Health promotion and the policy process, Oxford University Press. <ul style="list-style-type: none"> • Exercise based on reading: Beyond behavioural ‘health education’ – from political statements to political strategies

	to policy making <ul style="list-style-type: none"> Health promotion and the policy process 	
12.	Policy Advocacy <ul style="list-style-type: none"> Actors (Influencers) Individuals Groups Organisations Policy processes 	Reading – Buse, K, Mays, N & Walt, G 2012, <i>Making health policy</i> , 2 nd edn, Open University Press, England. Chapter 1. <ul style="list-style-type: none"> Policy Case Studies – writing a ministerial letter
13.	Subject review and Future Directions <ul style="list-style-type: none"> Evidence into Practice Communication and Adherence Political engagement 	Reading – Morrison, V, Bennett, P, Butlow, P, Mullan, B & White, K 2008, <i>Introduction to health psychology in Australia</i> , Pearson Education, Australia. Chapter 18 <ul style="list-style-type: none"> “What are tomorrow’s challenges in the area of health behaviour change?”
14.	Non-Teaching Week/Practical Exam Week 1. Note that make-up classes may be scheduled in this week.	
15.	Non-Teaching Week/Practical Exam Week 2. Note that make-up classes may be scheduled in this week.	
16.	Final Exam Week 1 This subject does not have a final exam.	
17.	Final Exam Week 2 This subject does not have a final exam.	