Assignment Title: Health Education

Context

This unit will introduce you to the principles of health education, the approaches used and to health education campaigns. Health education is a central component of health promotion, which in turn is a major component of public health.

Task Overview

Health education could be described as any activity that promotes health-related learning and therefore brings about some relatively permanent change in the thinking or behaviour of individuals. You will initially consider a range of different approaches to health education, including the role of the mass media and social marketing. You will then examine different models of behaviour change, relating these to the social and economic context. Finally, you will gain understanding of health education campaigns, by actively planning, designing, implementing and evaluating a small scale campaign.

Date of issue: __________  Date of submission: __________

Learning outcomes

On completion of this unit, you should:

1. Understand different approaches to health education
2. Understand models of behaviour change
3. Know how health education campaigns are implemented.

Refer to the assignment task sheet and the criteria tick sheet to ensure that you meet the standards for pass, merit and distinction for Unit 20. There are FOUR tasks to complete for this unit.
**Assignment Task Sheet**

<table>
<thead>
<tr>
<th>Task</th>
<th>Activities</th>
<th>Assessment criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Different approaches to health education</td>
<td>P1, M1</td>
</tr>
</tbody>
</table>

Create a four page A4 leaflet explaining three different approaches to health education. Your target audience is A level students aged 16-18 years old. Use relevant images where appropriate.

a) Using pages 163 - 170 from text book 2 as a guide, pick three out of the following approaches to explain:

- social marketing (pg. 164 & 165)
- role of mass media (pg. 165 & 166)
- community development (pg.166-168)
- two way communication (pg. 168-170)

b) Compare and contrast the three approaches identified in part A, identifying any similarities and differences. Choose three health education campaigns that use different approaches. You can compare and contrast them in terms of the subject matter and the approach that is used. You may wish to present this in a table, as shown below:

<table>
<thead>
<tr>
<th>Approach</th>
<th>Key features</th>
<th>Example of a campaign</th>
<th>Similarities</th>
<th>Differences</th>
</tr>
</thead>
<tbody>
<tr>
<td>e.g. Social marketing</td>
<td>Summarise the main features of this approach.</td>
<td>Describe the campaign briefly.</td>
<td>Identify any similarities to the other two approaches/campaigns – refer to key features</td>
<td>Identify any differences between the approach/campaign and the other two – refer to key features</td>
</tr>
<tr>
<td>e.g. role of the mass media</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e.g. community development</td>
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</tr>
</tbody>
</table>

Date issued: ______________
Task deadline: ____________
2 **Models of behaviour change**

Produce a powerpoint presentation aimed at adults working in the health and social care sector, to describe two different models of behaviour change, and the importance of the social and economic context.

Using pages 171 - 174 from text book 2 as a guide, pick two models to describe from the following list:

- health belief model
- theory of reasoned action
- theory of planned
- behaviour stages of change model
- social learning theory

Ensure you highlight the importance of social/economics factors such as: financial constraints, social constraints and peer pressure.

**Date issued:**
**Task deadline:**

<table>
<thead>
<tr>
<th>P2</th>
</tr>
</thead>
</table>

3 **How health education campaigns are implemented**

Produce a campaign plan to describe the design and implementation of your own small scale health education campaign. Use pages 174 – 184 from text book 2 as a guide.

a) Choose ONE of the following aspects of health to design and describe the implementation of your own health education campaign:

- physical health
- mental health
- emotional health
- spiritual health
- social health
- societal health
- environmental health

Ensure you describe the following details in your report:

- which aspect of health you are focusing on
- aims and objectives of the campaign and appropriate methods used to promote them
- context – which group(s) are you targeting?
- Design principles such as: importance of health policy, gathering information, target setting, choice of approach, giving information, misinformation, inter-agency working, national campaigns.

| P3 |
Edexcel BTEC Level 3 Subsidiary Diploma in Health and Social Care  
Unit 20 Assignment – Health education

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>M2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• ethical issues considered in your campaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>For M2, you must explain the approaches and methods used in your own health education campaign, relating them to models of behaviour change discussed in Task 2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c)</td>
<td>For D1, evaluate (weigh up) the approaches and methods used in own health education campaign relating them to models of behaviour change. You may wish to create a table to help you evaluate – ensure you fully discuss the strengths and weaknesses of the approaches and methods used.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Date issued:____________
Task deadline:____________**

### 4 How health education campaigns are implemented

**Produce a report reviewing following points:**

- a) explain how own health education campaign met the aims and objectives, and explain the ethical issues involved
- b) analyse how own health education campaign met the aims and objectives and addressed any ethical issues
- c) explain how own small scale health education campaign links to local/national/international targets and strategies for health.
- d) analyse the role of own small scale health education campaign in terms of local/national/international targets and strategies for health
- e) Give an overall evaluation of your own health education campaign

It is your choice how to present your report, however, tables may be useful for you to ‘rate’ the success of each element in your campaign in terms of analysis and evaluation.

**Date issued:____________
Task deadline:____________**
Useful resources for Unit 20

Books
- Benzeval M et al — *Tackling Inequalities in Health* (King’s Fund, 1995) ISBN 0852999682
- Stretch B — *Core Themes in Health and Social Care* (Heinemann, 2007) ISBN 9780435464257

Other resources

Journals
- *Community Care*
- *Health Service Journal*
- *Journal of Epidemiology*
- *Nursing Times*

Online resources
- [www.dh.gov.uk](http://www.dh.gov.uk) Department of Health
- [www.foodinschools.org](http://www.foodinschools.org) DoH and DfES resource for schools
- [www.healthyschoollunches.org](http://www.healthyschoollunches.org) Physicians’ Committee for Responsible Medicine resource
- [www.hesonline.nhs.uk](http://www.hesonline.nhs.uk) NHS statistics resource
- [www.hpa.org.uk](http://www.hpa.org.uk) Health Protection Agency
- [www.schoolfoodtrust.org.uk](http://www.schoolfoodtrust.org.uk) DfES resource
- [www.who.int](http://www.who.int) World Health Organization
- [www.wiredforhealth.gov.uk](http://www.wiredforhealth.gov.uk) DoH and DfES resource
# Criteria Mark Sheet

<table>
<thead>
<tr>
<th>Pass</th>
<th>Met</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>explain three different approaches to health education</td>
<td>TASK 1A</td>
</tr>
<tr>
<td>P2</td>
<td>describe two different models of behaviour change, and the importance of the social and economic context</td>
<td>TASK 2</td>
</tr>
<tr>
<td>P3</td>
<td>describe the design and implementation of own small scale health education campaign</td>
<td>TASK 3</td>
</tr>
<tr>
<td>P4</td>
<td>explain how own health education campaign met the aims and objectives, and explain the ethical issues involved</td>
<td>TASK 4A</td>
</tr>
<tr>
<td>P5</td>
<td>explain how own small scale health education campaign links to local/national/international targets and strategies for health.</td>
<td>TASK 4C</td>
</tr>
</tbody>
</table>

### Merit

<table>
<thead>
<tr>
<th>M1</th>
<th>compare three different approaches to health education</th>
<th>TASK 1B</th>
</tr>
</thead>
<tbody>
<tr>
<td>M2</td>
<td>explain the approaches and methods used in own health education campaign, relating them to models of behaviour change</td>
<td>TASK 3B</td>
</tr>
<tr>
<td>M3</td>
<td>analyse how own health education campaign met the aims and objectives and addressed any ethical issues</td>
<td>TASK 4B</td>
</tr>
<tr>
<td>M4</td>
<td>analyse the role of own small scale health education campaign in terms of local/national/international targets and strategies for health</td>
<td>TASK 4D</td>
</tr>
</tbody>
</table>

### Distinction

<table>
<thead>
<tr>
<th>D1</th>
<th>evaluate the approaches and methods used in own health education campaign relating them to models of behaviour change</th>
<th>TASK 3C</th>
</tr>
</thead>
<tbody>
<tr>
<td>D2</td>
<td>evaluate own health education campaign.</td>
<td>TASK 4E</td>
</tr>
</tbody>
</table>