

Students' involvement in local health promotion campaigns

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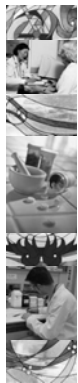
Questions

- How can we provide students with a rich and appropriately challenging learning experience at Masters level?
- Could that learning experience also benefit the health of the local community?



Aims

- Discuss the Keele experience of pharmacy students running local health promotion campaigns
- Draw out discussion points related to the 2 key questions
- Reflect on some policy implications for public health and health-related HE courses



Introduction (1)

- Keele – MPharm Degree
- 4th Year – Masters Level
- Public Health & Health Promotion core module (15 credits)
- Health Promotion Campaign – Group activity
- 40% of module – allocated 20 hours



Introduction (2)



Descriptors - examples

- Systematic understanding of knowledge & critical awareness of current issues
- Conceptual understanding – can critically evaluate research / scholarship
- Deal with complex issues systematically & creatively, & communicate conclusions
- Demonstrate self-direction & originality in tackling & solving problems





Intended Learning Outcomes

1. Demonstrate a systematic understanding of the concepts of public health, health inequalities and health promotion needed to implement and evaluate a health promotion campaign



Intended Learning Outcomes

2. Evaluate and communicate complex critical analysis of the evidence base of public health activities to other health and non-health professionals engaged in health improving activities



Intended Learning Outcomes

3. Develop an original health promotion campaign by drawing on a systematic and integrated knowledge of applied therapeutics in the context of public health



Overview of the process

- Assignment Introduction
- Researching local campaigns
- Planning own campaign
- Delivering own campaign
- Evaluation of own campaign
- Assessment



Assignment Introduction

- Lectures / workshops / self-directed study on relevant theory (e.g. changing health behaviours)
- Introductory workshop:
 - Outline of assignment
 - They choose groups of 5-6
 - Group work: brainstorming ideas



Researching local campaigns

1. Analysis of local need:
 - Find 10 local campaigns
 - Visit them (get photographic evidence!)
 - Critique them & identify local need
2. Alignment with national campaigns



Planning own campaign

- Evidence base & rationale
- Agree plan of campaign with tutor
- Prepare materials (budget £100)
- Gain access: permissions etc
- Agree date and time



Delivering own campaign

- Equal participation
- Active participation (not just hanging around a stand!)
- Deliver clear message(s)
- Professional presentation & communication style

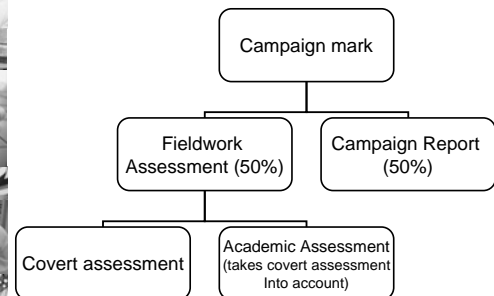


Evaluating own campaign

- 1000-1500 word campaign report:
- Discuss campaign rationale
- Provide evidence base (campaign & choice of promotional materials)
- Evaluation strategy:
 - Evaluation method (with rationale)
 - Evidence of evaluation
 - Reflection



Assessment



Covert assessment

- Equal participation
- Active participation
- Impact of promotional materials
- Response from target audience
- Clarity of message




Academic assessment

- Design
Organisation, originality, targets intended audience, demonstrates knowledge
- Delivery
Active, clarity of message, professional, communication skills, positive response
- Materials
Relevance, accuracy, validated, impact



Report assessment

- Rationale
Local need analysis
- Evidence base
For campaign & materials
- Evaluation strategy
Appropriate method, rationale, evaluation, reflection




Examples of students' Health Promotion Campaigns



1. Healthy Hearts for Asians

- Focus: Diet but also exercise & smoking
- Setting: Community centre in deprived area
- Materials: Relevant to Asians & signposting to available resources
- Covert Assessor: Visitor to campaign





HEALTHY HEARTS FOR ASIANS

Did you know...?

South Asian people are approximately 50 per cent more likely to die prematurely from heart disease than the general population?

Come inside to find out more!





STOP SMOKING

- Smoking increases risk of heart disease, cancer and other major illnesses.
- Smoking has a synergistic risk of cardiovascular disease compared to the other risk factors. It is a leading cause of death in the UK.
- The best time to quit is now. Quitting at any age greatly reduces serious risks to your health and ability to enjoy life.
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REDUCE STRESS


- Stress can contribute to high blood pressure, high cholesterol, and other risk factors (e.g. smoking, overweight, etc.) in the Asian community.
- The best way to reduce stress is through a combination of regular exercise and stress management training.

For further information visit:


- http://www.bhf.org.uk/living_well/heart_conditions/stop_bhf_publications/south_asian_publications.aspx
- http://www.dh.gov.uk/en/Healthcare/Lung/Conditions/Vascular/Coronary-heart-disease/DH_4098644

Produced by Pharmacy Students from Keele University

HEALTHY HEARTS FOR ASIANS



Raising awareness of heart disease



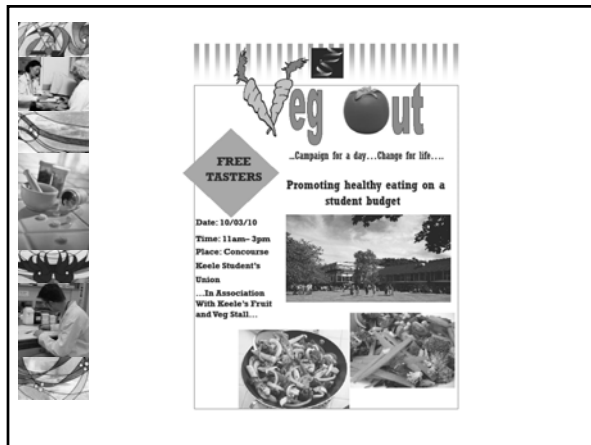
2. Exercise for Children

- Focus: Obesity (exercise & diet)
- Setting: Class in primary school in deprived area
- Materials: group discussion, 'taster' sessions (e.g. martial arts, dance, horse riding etc), quizzes (with prizes) – supported by website
- Covert Assessor: class teacher



3. Healthy Eating for Students

- Focus: diet
- Setting: Keele University Campus
- Materials: cooking demo & tasting, cooking tips, recipes
- Covert Assessor: PGR student



Discussion Points

- Did this provide students with a rich and appropriately challenging learning experience at Masters level?
- Richness of learning experience?
 - YES: Student feedback

Discussion Points

- Appropriate level of challenge?
 - ILO's met (assessment)
 - But challenges in assessment:
 - Performing for assessors
 - Covert assessment uncritical
 - Equity in student engagement



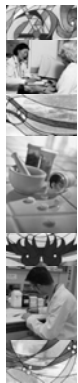
Discussion Points

- Did that learning experience also benefit the health of the local community?
- Evidence of health benefits?
 - Difficulty in gaining meaningful evaluation
 - But most groups recognised & reflected on this



Implications for policy?

- Changing public health landscape
- Valuable opportunity for mutually beneficial collaborations
- NPHS / LAs: reports aid local targeting of campaigns
- HE: contextualisation



Summary

- Running local HP campaigns – enrichment of students' learning experience
- Activity is consistent with M-level
- But fieldwork assessment challenging
- May raise local awareness of health issues
- Opportunities for mutually beneficial collaborations between public health & HE