

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Home & Health Sciences)**

**Course: Health Promotion (886)
Level: Post Graduate**

**Semester: Autumn, 2013
Credit: 3(2+1)**

CONTENT LIST

Following items are included in the study pack:

1. Course Book (Unit 1–9)
2. Assignment (1-2)
3. Course Outline
4. Assignments Forms (6)
5. Schedule for Submitting the Assignment & classes.
6. Student guide

Note: If any item from the above-mentioned content is missing from your study pack kindly contact:

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WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Health Promotion (886)
Level: Post Graduate

Semester: Autumn, 2013
Total Marks: 100
Pass Marks: 40

ASSIGNMENT No. 1
(Unit 1-7)

- Q.1 Critically analyze the lay and professional definitions of disease and illness. How has public health contributed towards health promotion? (16)
- Q.2 Define health in the light of different theories. How can health promotion campaigns help to improve the health status of a community? (16)
- Q.3 Discuss the role of social psychological model in health promotion. (16)
- Q.4 Discuss the uses and limitations of Health Belief Model in conducting different types of studies. (16)
- Q.5 Which social indicators are considered to be important for health and disease status of a community? Discuss with examples. (16)
- Q.6 Write notes on the following: (10 x 2 = 20)
- a) Ethnicity and health
 - b) Factors affecting health and quality of life

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 40

Instructions

1. This assignment is of practical nature, you have to prepare/submit a research report in the workshop prior to the final examination.
2. The workshop component is mandatory for all the students, schedule of the workshop will be forwarded later by the host region.

3. You have to select any one among the given topics for preparation of this assignment but make sure that the topic relates to the place/province of your residence. This will help you to conduct survey/observation related to your own community.
4. You are supposed to present and discuss this assignment in the presence of resource person and the course mates in the workshop, therefore transparencies, power point presentations, posters or any other illustrative material for effective presentation will be encouraged.
5. You are advised to review the literature according to the selected topic. If you need any guidance you may contact your tutor or the department of Home and Health Sciences AIOU, Islamabad.
6. Minimum number of respondents/subject to be included in the study must not be less than **fifty (50)**.
7. Your research report should include following main headings:
 - a) Topic of the study.
 - b) Introduction to the topic selected for research.
 - c) Objectives of the study.
 - d) Materials and methods of the study.
 - e) Review of literature on the subject both at national/international level.
 - f) Results and discussion.
 - g) Conclusion.
 - h) Recommendations.
 - i) Reference/bibliography.
 - j) Annexures.
8. Prepare three copies of this assignment one for yourself, second for the tutor and third may be sent to the Department of Home and Health Sciences AIOU for record and future reference.

RESEARCH TOPICS

1. Randomly select at least 50 children under 5 years of age and assess their nutritional status with the help of anthropometrics. Compile your report with the help of tables, graphs and arithmetic calculations.
2. Health Education is an integral part of Health Promotion. Design at least five messages for public education. Prepare educational posters based on these messages and present them in the workshop.
3. Conduct a survey in your community to assess the consumption of packaged milk and fresh milk (from Gawalas) among the families. Assess their awareness about its consumption.
4. Select at least five advertisements from media having health promotion messages. Critically analyze each of them explaining their affectivity building and motivation

for action. You may interview at least 50 individuals with the help of a questionnaire to study their effectiveness. Write a report based on your findings.

5. Interview at least 50 labourers regarding health facilities available to them. Assess their nutritional status with the help of selected Anthropometrics. Write a report based on your findings.
6. Enlist and discuss incentives for motivating mothers for breast feeding. Plan at least five lessons to motivate mothers for this important aspect of maternal life. Present along with your recommendations in the workshop.
7. Collect data from at least 50 houses of your community and assess the impact of public health campaigns. Write a comprehensive report.
8. Conduct a survey on at least 50 mothers to assess the concept of hot and cold foods among them. Write a report on your findings.
9. Junk foods are seriously affecting nutritional status of school going children. Assess Nutritional status of at least 50 subjects in relation to their eating habits.
10. Conduct a survey among children under five to assess the intake of Vitamin- A drops through Immunization centers.

Course Outline: HEALTH PROMOTION

Level: Post Graduate

Credit Hours: 3(2+1)

UNIT 1: HEALTH AND HEALTH PROMOTION: 'THEORY', MODELS AND APPROACHES

- Defining Health
- Defining Health Promotion
- Health Improvement Coordinator

UNIT 2: HEALTH, DISEASE AND ILLNESS: THE VOICE OF AUTHORITY

- Definitions of Disease and Illness
- Distinguishing Health from Disease and Illness
- Implication for Therapeutic Relationship

UNIT 3: HEALTH, SOCIAL INDICATORS AND THE QUALITY OF LIFE

- Mortality / Morbidity
- Society and Health
- Gender and Health
- Quality of Life
- Social Class and Inequalities in Health
- Health Promotion and Quality of Life

UNIT 4: SOCIAL CAPITAL FOR ALL

- Social Capital
- Family Influences on Health and Quality of Life
- Spirituality and Health
- Nature and Health

UNIT 5: REASONED ACTION: MORE THEORY THAN EVIDENCE

- Health Belief Model
- Theory of Reasoned Action
- Trans Theoretical Model and its Limitation
- Reasoned Action

UNIT 6: RISKY BEHAVIOUR: JUDGING THE ODDS

- Introduction
- Risk as Rational
- Health Education
- Role Social – Psychological Models
- Health Promotion
- Smoking Behaviour

UNIT 7: INDIVIDUAL AND THE SOCIETY

- Age Difference and Health
- Gender and Health
- Ethnicity and Health
- Social Cohesion and Health
- Psycho Physiological Explanations
- Models of Social Support and Disease Prevention

UNIT 8: HUMAN PERSPECTIVES IN HEALTH PROMOTION

- Taking Health Promotion Forward
- Evidence Based Health Promotion

UNIT 9: CASE STUDIES OF HEALTH PROMOTION IN PAKISTAN

Recommended Books:

1. “Health Promotion”, Evidence & Experience, Kevin Lucas & Barbara Lloyd (2005) Sage Publication
2. Keith Tones, Health Promotion: Planning and Strategies. 2004, SAGE Publications Ltd.
3. Alison Dines and Alan Cribb. Health Promotion, Concepts & Practice. 1993 Blackwell Publishing.
4. Health Care Promotion AIOU Compiled Material.