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 (On campus)
1 x 2 hour lecture
1 x 1 hour tutorial

e-Learning (Online)
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

<table>
<thead>
<tr>
<th>Type</th>
<th>Learning Outcomes Assessed</th>
<th>Session Content Delivered</th>
<th>Due</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Forum Participation</td>
<td>1-5</td>
<td>1-10</td>
<td>Weeks 2-11</td>
<td>10%</td>
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<tr>
<td>(minimum 50 words per weekly post)</td>
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<tr>
<td>Theoretical Essay</td>
<td>1-2</td>
<td>1-3</td>
<td>Week 6</td>
<td>50%</td>
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<tr>
<td>(2000 words)</td>
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<tr>
<td>Health Promotion Brochure</td>
<td>2-3</td>
<td>1-9</td>
<td>Week 9</td>
<td>20%</td>
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<tr>
<td>(500 words)</td>
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<tr>
<td>Writing Ministerial Letter</td>
<td>4-5</td>
<td>1-12</td>
<td>Week 13</td>
<td>20%</td>
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<tr>
<td>(750 words)</td>
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All written assessments and online quizzes are due at 11:55 p.m. and submitted through the LMS

### Prescribed Readings:


### Recommended Readings:


### Subject Content

<table>
<thead>
<tr>
<th>Week</th>
<th>Lectures</th>
<th>Tutorials / Practicals</th>
</tr>
</thead>
</table>
| 1.   | **Introduction** (Subject Outline / Subject Aims / Assessment / Teaching Resources)  
**Introduction to Health promotion and Behavioural Change - Setting the Scene**  
- Health beliefs and conceptions  
- Health behaviours – risky and enhancing  
- Predicting health behaviour  
Activities are developed to allow the students to explore relevant concepts, expand on ideas and have peer and lecturer interaction. Activities also allow for formative assessment and feedback  
- 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?”  
Prescribed reading –  
Riekert, K. A., Ockene, J. K., & Pbert, L. (Eds.) (2014) chapter 1  
Discussion questions based on reading  |
| 2.   | **Theories and Models of Health Behaviour Change - Part 1**  
- Social cognitive theory  
- The health belief model  |
### 3. Theories & Models of Health Behaviour Change – Part 2
- Theory of planned behaviour
- Theory of reasoned action
- Trans theoretical model
- Relapse prevention model
- Socio-ecological models
- Health action process approach

- Prescribed reading – Riekert, K. A., Ockene, J. K., & Pbert, L. (Eds.) (2014) chapter 2
- Discussion questions based on reading

### 4. Techniques for Creating Change - Part 1
- Motivational interviewing
- Solution focused interviewing

- Prescribed reading – Riekert, K. A., Ockene, J. K., & Pbert, L. (Eds.) (2014) chapter 8
- 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 - Part 2
- Behavioural techniques
- Persuasive Techniques
- Comprehensive Health Interviewing

- 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
- Psychosocial
- Developmental
- Culture

- Prescribed reading – Riekert, K. A., Ockene, J. K., & Pbert, L. (Eds.) (2014) chapters 4-6
- 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
- Healthy eating
- Physical activity
- Stress
- Multiple risk behaviour

- Prescribed reading – Riekert, K. A., Ockene, J. K., & Pbert, L. (Eds.) (2014) chapters 7, 8, 11 & 12
- Activity: Design an intervention plan to encourage
  - Healthy eating,
  - Physical eating, or
  - Stress reduction in the workplace

### 8. Maintaining Behavioural Change
- Schools
- Health care systems
- The built environment

- Prescribed reading – Riekert, K. A., Ockene, J. K., & Pbert, L. (Eds.) (2014) chapters 19, 21 & 22
- Identification of interventions in the built environment that have a positive impact on health behaviours

### 9. Measuring and Evaluating Individual Change
- Principles
- Methodologies
- Research

- “Measuring health behaviour – challenges and issues”
- Exercise: Design a behaviour change project for a target group that shows similar barriers to change
<table>
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<tr>
<th></th>
<th>Ethical Issues in Behavioural Change</th>
<th>Australian Government Systems and Health</th>
<th>Policy Advocacy</th>
<th>Subject Review and Future Directions</th>
<th>Non-Teaching Week / Practical Examination Week 1</th>
<th>Non-Teaching Week / Practical Examination Week 2</th>
<th>Final Examination Week 1</th>
<th>Final Examination Week 2</th>
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| 10. | **Ethical Issues in Behavioural Change**  
• Collaboration  
• Empowerment versus change  
• Lessons learned | **Australian Government Systems and Health**  
• Health policy imperatives  
• The policy cycle  
• Priority setting  
• Top down, bottom up approaches to policy making  
• Health promotion and the policy process | **Policy Advocacy**  
• Actors (Influencers)  
• Individuals  
• Groups  
• Organisations  
• Policy processes | **Subject Review and Future Directions**  
• Evidence into practice  
• Communication and adherence  
• Political engagement | **Non-Teaching Week / Practical Examination Week 1**  
Note that make-up classes may be scheduled in this week | **Non-Teaching Week / Practical Examination Week 2**  
Note that make-up classes may be scheduled in this week | **Final Examination Week 1**  
There is no final exam for this subject | **Final Examination Week 2**  
There is no final exam for this subject |
|  | Additional reading -  
Group reflection and discussion of concepts and issues pertaining to the ethics of behavioural change | Additional reading -  
Exercise based on reading: Beyond behavioural ‘health education’ – from political statements to political strategies | Recommended reading –  
Chapter 1.  
Policy case studies - writing a ministerial letter | Additional reading –  
Chapter 18  
“What are tomorrow’s challenges in the area of health behaviour change?” | | | | |