**BTEC Assignment Brief**

|  |  |
| --- | --- |
| **Qualification** | Pearson BTEC Level 3 National Extended Diploma in Health and Social Care |
| **Unit number and title** | **8: Promoting Public Health** |
| **Learning aim(s)** (For NQF only) | **C:** Investigate how health is promoted to improve the health of the population**D:** Investigate how health promotion encourages individuals to change their behaviour in relation to their own health. |
| **Assignment title** | Health Promotion Campaign  |
| **Assessor** |  K. Goodrum |
| **Issue date** | 28/02/20 |
| **Hand in deadline**  | 31/03/20 |
|  |
|  |
| **Vocational Scenario or Context** | Public Health England was really pleased with your work and has now asked you to produce an information pack on a specific and recent health promotion campaign which targets your specific demographic. |
|  |
| **Task 1** | Public Health England was really pleased with your work and has now asked you to produce an information pack on a specific and recent health promotion campaign which targets your specific demographic.Your pack must include all of the following:* A justification for the approaches used to promote and protect health and prevent disease and an assessment of their success
* An explanation of how the approaches have been applied in the campaign
* An explanation of how approaches to prevent and control have been applied
* An evaluation of how successful the campaign has been in encouraging behaviour change in relation to health
* An evaluation of how far the campaign has met the aims of public health policy to improve the health of your selected demographic area, using relevant strategies and approaches
* An analysis of how relevant theories or models and approaches have been used in the campaign, to overcome barriers and increase public awareness of the health risks
* An explanation of how models or theories that justify behaviour change can be used to overcome barriers in relation to the campaign
* An explanation of the features of the selected campaign and the approaches used to increase public awareness of the health risks
 |
| **Checklist of evidence required**  | Information Pack |
| **Criteria covered by this task:** |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| C. D2- | Justify the approaches used to promote and protect health and prevent disease in a selected health promotion campaign.  |
| D. D3- | Evaluate the success of a specific public health campaign in encouraging behaviour change in relation to health. |
| D. D4- | Evaluate how far a recent health promotion campaign met the aims of the public health policy through the strategies and approaches used to improve the health of a demographic area. |
| C. M4- | Assess the success of approaches used to promote and protect health and prevent disease in a selected health promotion campaign. |
| D. M5- | Analyse how theories or models and approaches have been used in a selected health promotion campaign to overcome barriers and increase public awareness.  |
| C. P5- | Explain how approaches to health promotion and protection have been applied in a selected health promotion campaign. |
| C. P6- | Explain how approaches to prevention and control have been applied in a selected campaign. |
| D. P7- | Explain how models or theories that justify behaviour change can be used to overcome barriers in relation to a selected health promotion campaign. |
| D. P8- | Explain the features of a selected health promotion campaign and the approaches used to increase public awareness. |
|  |
| **Checklist of evidence required**  | Report  |
|  |
| **Sources of information to support you with this Assignment** | **Books*** Hunter D.J., *Public Health Policy,* (Polity Press, 2003), ISBN: 9780745626468
* Thompson S.R., *The Essential Guide to Public Health and Health Promotion,* (Routledge, 2014), ISBN: 9781135082680

**Websites*** [**http://www.cancerresearchuk.org/health-professional/early-diagnosis-activities/be-clear-on-cancer**http://www.cancerresearchuk.org/health-professional/early-diagnosis-activities/be-clear-on-cancer](http://www.cancerresearchuk.org/health-professional/early-diagnosis-activities/be-clear-on-cancer)

<http://www.cancerresearchuk.org/health-professional/early-diagnosis-activities/be-clear-on-cancer>* [**https://www.gov.uk/government/topics/public-health**https://www.gov.uk/government/topics/public-health](https://www.gov.uk/government/topics/public-health)

<https://www.gov.uk/government/topics/public-health>* Department of Health website
 |
| **Other assessment materials attached to this Assignment Brief** | *None* |
|  |