**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* |
|  | | | |