
Focus on Unit 3: Promoting Good Health [AS level, mandatory, internally assessed]

OVERVIEW

- Concepts and models of health and well-being.
- Preventative measures and job roles.
- Factors affecting health and well-being.
- Health promotion.

SUITABLE ACTIVITIES

- Interview or have discussions with local health promotion officers.
- Interview service users about the way they view health promotion.
- Use videos, recordings of radio, materials of current health promotion campaigns to compare and evaluate the methods used.
- Case studies to encourage candidates to review theories of social and medical models.
- Group discussion of the impact of government policies.
- Interview health and care professionals responsible for health promotion.

POSSIBLE PITFALLS

- Spending too much time creating own health promotion materials rather than using existing campaign materials.
- Trying to plan and participate in a health promotion campaign on too large a scale.
- Choice of care setting must be relevant to the campaign.
- Limited recognition of local and national initiatives on the care setting of their choice.
- Lack of pre-set criteria against which to measure the outcomes of the health education campaign.

RESOURCES

- Campaign materials from health promotion departments, health centres, social services, shops etc.
- Our Healthier Nation (www.ohn.gov.uk).
- Local Health Improvement Plan.
- Health education workers.
- Health Development Agency, DOH, NHS Websites (see unit specification).

EXERCISE

- Assess exemplar portfolio strand 2 piece of work on this CD-ROM.
- Check for criteria which have been met.
- Decide marks to be awarded within range of marks.