

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

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

**Semester Autumn, 2012**  
**Credit hours: 3(2+1)**

**CONTENT LIST**

**Following items are included in the study pack:**

1. Course Books (2) (Unit 1-9)
2. Theory Assignments One
3. Practical Assignment One
4. Assignment forms 06
5. Schedule for Submitting the assignment & tutorial meetings,

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

*Mailing officer*  
*Mailing section*  
*Services & Operational Block*  
*Allama Iqbal Open University*  
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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 ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

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**Total Marks: 100**

**Pass Marks: 40**

**ASSIGNMENT No. 1**  
**(Units: 1–7)**

*Note: Write answers to the following questions. All questions carry equal marks.*

- Q. 1 How health has been defined in different period. Discuss the criteria of being healthy as explained by Blaxter. **(20)**
- Q. 2 a) Explain the role of health promotion campaigns in improving the health status of a community. **(10)**  
b) Give classification of people according to level of acceptance of new ideas related to health promotion. **(10)**
- Q.3 Differentiate between health & disease. Elaborate your answer in the light of different schools of thought. **(10)**
- Q. 4 Explain various Health & Social indicators as reflective of health status of a given population. **(10)**
- Q. 5 Discuss uses and limitations of various social-psychological models used in shaping health promotion programs. **(20)**
- Q. 6 Write short notes on the following. Each carries 10 marks. **(20)**  
a) Influence of family on health and quality of life.  
b) Relationship of health and disease with age.

## ASSIGNMENT No. 2

**Total Marks: 100**

### **Instructions:**

1. This assignment is of practical nature, you have to prepare/submit a research report on the selected topic 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 to you 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. The student is supposed to present and discuss this assignment in the presence of resource person and the course mates in the workshop, therefore transparencies, 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 A.I.O.U 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 the 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) Annexure.
8. Prepare three copies of this assignment one for yourself, second for the tutor and the third may be sent to the Department of Home and Health Sciences A.I.O.U for record and future reference.

### **Research Topics**

1. Randomly select at least 50 preschool children and assess their nutritional status with the help of anthropometrics. Compile your report with the help of tables, graphs and arithmetic calculations.
  2. Select at least five advertisements from media having health promotion messages. Critically analyse 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.
  3. 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.
  4. 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.
  5. 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.
  6. Collect data from at least 50 houses of your community and assess impact of public health campaigns. Write a comprehensive report.
  7. 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.
  8. 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.
  9. Conduct a survey among children under five to assess the intake of Vitamin- A drops through Immunization centres.
  10. Conduct a survey in your community to assess the consumption of iodized salt among the families. Assess their awareness about its consumption.
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## **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.*

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