

Public Health – SHNS5006 : Help Sheet

Assignment 2 – Report (2,000 words)

Students are required to write a 2,000-word critical essay (report) based on their chosen health promotion initiative.

'This initiative will influence the health and well-being of individuals within society (examples are obesity and smoking). You will need to offer a critique on the approaches, rationale and validity of the initiatives as well as conclude on its ability to meet the experience of health and well-being of individuals. You should include recommendations for improvement in your overall evaluation.'

It is important to note that a report is very different from an essay in its format and structure. In a report you should have the following:

- Front cover
 - This should have; an illustration, title of assignment, your name
- Contents page
 - Illustrating each section of your report starting from the introduction onwards, with corresponding page numbers
- Introduction
 - Set the scene and your parameters exactly as you would in an essay
- Main body
 - This should be split up into the sections you feel are relevant
- Conclusion
 - Round off the report and summarise evidence exactly as you would in an essay
- Reference page
 - Using the Harvard Referencing System, a list of what you have made reference to in your main body with the provision of a citation
- Appendix
 - Items that you have made reference to in your main body that are relevant but not essential to be included in your report. Examples include copies of relevant policies or procedures, incident reporting sheets.

Unlike an essay (which is continuous prose only), a report can include illustrations, graphs, tables, charts, pictures – just be sure to reference them all appropriately.

You can also break your information up with subheadings and bullet-points.

Like an essay however, your report should be written academically – In 3rd person, no slang, no shortening of words, abbreviations explained, effective use of spelling, punctuation, grammar, sentence structure and paragraphing.

Here is a possible way to breakdown the structure of your report...

(Between 1,800 and 2,200 words)

Introduction – 100 words

Here is where you will signpost what is to come in your report. What is the purpose of the report? Set your parameters.

Main Body – 1,800 words

You can break your main body up in to several parts. Consider the following

- **Your chosen initiative topic – eg smoking (300 words)**
 - Tell the reader about it and its prevalence in the UK as a whole, and in Wales. How many people are affected by this? Is it a particular group? What does it cause or lead to? Why is it a public health issue etc
- **Government initiatives – (1,300)**
 - What Government initiatives exist to tackle this public Health issue? What is it? How was it created? What does it ensure? Describe it
 - You must then evaluate the initiative, illustrating where it has been successful or effective or ineffective, or where there have been limitations. Perhaps it has worked well in some areas, but not in others? Are there reasons for this?
 - There will not just be one initiative so it may be worthwhile to tackle one initiative at a time evaluating each one as you go
 - Due to limited word count you can probably only spend 400/500 words on each depending on how many you will discuss, so evaluations must be effective
 - Perhaps there are voluntary organisations that provide relevant care and support or services for this public health issue.

Conclusion – 400 words

Come to a general conclusion about your report and the effectiveness of the strategies; give recommendations for improvement – these should naturally arise as a result of your evaluations.

Reference List – At least 20 references for reputable and credible sources