



PRIFYSGOL CYMRU

Y Drindod Dewi Sant

UNIVERSITY OF WALES

Trinity Saint David

SWANSEA - ABERTAWE

UNIVERSITY OF WALES: TRINITY SAINT DAVID

PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

Faculty of Business & Management
Cyfadran Busnes a Rheolaeth

School of Public Service Leadership
Ysgol Arweinyddiaeth y Gwasanaethau Cyhoeddus

Emerging Issues in Health Delivery - BMHP6001

Module Title: Emerging Issues in Health Delivery

Module Code	BMHP6001
Brief statement of Content	Facilitate an in depth understanding of the factors that may influence public debate of matters relating to health and social care
Module Value	20
Level	6
University Code	
Faculty responsible for delivery	Business and Management
Pre-requisite/co-requisite modules	None/None
Programme Associations:	None
Compulsory	Yes
Optional	No
Elective	None

Aims

This module aims to facilitate an in depth understanding of the factors that may influence public debate of matters relating to health and social care. The methods used to bring information to the public arena for debate, and the validity and reliability of that information will be analysed. The role of different media in shaping social behaviours and attitudes and the balance between representation and manipulation of health delivery information will be evaluated.

Module Intended Learning Outcomes (MILOs)

On successful completion of this module, the student should be able to:

1. Reflect upon information relating to health delivery that may give rise to issues of concern to the public and critically analyse how these issues are presented in the media
2. Evaluate current thinking on the chosen issue and its possible influence on the health and wellbeing of the individual and or society, health delivery, policy and legislation.

Indicative Content

Information and the media
Influences on attitudes and behaviour:
People, professionals, pressure groups, marketers
Legislation, codes of practice, services
Shaping public opinion
Reliability of sources of information
Conflicting views of current issues
The impact of the internet on news media
Outline key issues
Awareness of the influence of cultural context
Presentation and emphasis of media and policy makers
Knowledge of specialist sources of current information
Understanding of impact on services studied

Teaching & Learning Strategy and Implementation

The teaching and learning methods will be varied, to include the expertise of external speakers, research, discussion and debates. Emphasis will be placed on analytical investigative and reflective skills. The module will be augmented by lectures, tutorials, reviews, articles, application to case studies, media resources, presentations and seminars and group discussion and debate.

Assessment - Coursework 100%

Outcome 1 and 2 will be achieved via an individual presentation of a digital portfolio (4000 word equivalent)

Coursework:	100%
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Examination;	0%
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Oral Examination/ Presentation:	0%
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Work Based:	0%
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Details of Outcome Assessment:**Outcomes****Assessment Criteria:**

To achieve each outcome a student must demonstrate the ability to :

1 Reflect upon information relating to health delivery may give rise to issues of concern to the public and critically analyse how these issues are presented in the media.

Gather information on a contemporary Health or Social Care issue from a variety of sources. Presented as a diary of evidence arranged in chronological order together with evidence of independent thought against each entry

2 Evaluate current thinking on the chosen issue and its possible influence on the health and wellbeing of the individual and or society, health delivery, policy and legislation.

Critically analyse and evaluate how the chosen topic translates from a perceived problem to the Government's health policy agenda.

Physical Resource Needs:**Reading List****Essential Texts**

Hodkinson (2010) Media, Culture and Society: An Introduction London:Sage

H Zoller and M J. Dutta (2008) Emerging Perspectives in Health Communication: Meaning, Culture, and Power (Lea's Communication) Oxon:Routledge

Background Reading	Martin King (2005) <u>Representing Health: Discourses of Health and Illness in the Media</u> Hampshire:Palgrave MCMillan Ciaran McCullagh (2002) <u>Media Power: A Sociological Introduction</u>. Hampshire:Palgrave MCMillan C Stephens (2008) <u>Health Promotion: A Psychosocial Approach</u>. Maidenhead:McGraw Hill Clements, L, (2007) <u>Disabled People and The Right to Life</u>. Abingdon: Routledge <u>C SEA (2002) MEDIA AND HEALTH. LONDON:SAGE</u> Chadwick, H Have and E M Meslin (2011) <u>The SAGE Handbook of Health Care Ethics</u>. London:Sage Gillies, V, (2006) Marginalised <u>Mothers</u>. Abindon: Routledge Long, T, Johnson, M (2006) <u>Research Ethics in the Real World: Issues and solutions for Health and Social Care</u>. Kidlington: Churchill Livingstone. Parker, R, (2006) <u>Culture Society and Sexuality</u>: Abingdon: Routledge
Journals	BMJ Online Community Development Journal Health Education Research Health Promotion International Internet Journal of Health Promotion Journal of Educational Psychology Journal of Health Education Risk Analysis
Web Resources	www.cipd.co.uk www.open.gov.uk www.dti.gov.uk/bestpractice/management.leadership.ht www.dh.gov.uk www.leadership-he.com www.wales.gov.uk
Equipment Requirements	
Room Requirements	Lecture Room, PC Room
Staff Resource Needs	
Module Co-ordinator	Dr Lisa Arai
Staff Delivering Module	Dr Lisa Arai