



PUBLIC HEALTH - POSTGRADUATE

Health Promotion



The Graduate Certificate provides students with advanced knowledge and understanding of health promotion issues and strategies, program planning and evaluation, and qualitative/quantitative research methods and findings. Students completing studies in health promotion will be equipped to pursue careers in a variety of government and non-government organisations, and other organisations concerned with community development, research and evaluation. Offered through part-time external study (online 2006).

Graduate Certificate Health Promotion

Admission Requirement

An undergraduate degree OR
Equivalent work experience. (Attach resume to application form.)

Course Requirements

- Units 1 – 3
1. HST5111
Health Promotion Strategies
 2. HST5113
Health Promotion Planning
 3. HST5115
Health Promotion Programme Evaluation

Further Study with Advanced Standing

Postgraduate Diploma Public Health
Master of Public Health

For more information or an application form:

E-mail: publichealth@ecu.edu.au
Telephone: (61 8) 6304 5448

Unit Descriptions

HST5111 (Online 2006 – Available Sem 1 only)

Health Promotion Strategies

This unit will provide a theory-based analysis and development of individual, group and population strategies including the use of the mass media and community development models.

HST5113 (Online 2006 - Available Sem 1 only)

Health Promotion Planning

This unit will enable students to develop an understanding of the process of health promotion administration, models of planning, as well as frameworks and procedures for needs assessment, strategy development, programme dissemination, implementation and development.

HST5115 (Online 2006 - Available Sem 2 only)

Health Promotion Program Evaluation

This unit will examine the theory, methods and problems of measurement and evaluation in health promotion programmes. Students will be provided with opportunities to examine the strengths and weaknesses of case studies and critically analyse health research findings. An introduction to computing and statistical analyses applicable to health promotion will also be provided.

School of Exercise, Biomedical and Health Sciences