



Crucial Knowledge

Unit R035 Topic Area 1

Current public health issues and the impact on society

| Know More | Remember More | Understand it | Apply it |
|---|--|--|---|
| <p>Reasons why a healthy society is important</p> <ol style="list-style-type: none"> Control of communicable diseases Decrease cost of care Decrease sickness and dependency Increased life expectancy | <ol style="list-style-type: none"> Communicable diseases are diseases spread from person to person. The majority of health care services are free of charge, but the spend in the UK is rising and NHS care is mostly funded through taxation. A key public health challenge is to reduce obesity in both adults and children. In a healthy society people will live longer and enjoy better physical and mental health. | <ol style="list-style-type: none"> They can be spread through the air, contaminated surfaces or through direct contact with faeces or other bodily fluids. They can be controlled through personal hygiene, promotion of safe sex practices, public health legislation, health workers trained in early diagnosis and treatment and vaccination programmes. It will mean fewer people need to go to hospital, take time off work, rely on state benefits, less money is spent on medication and treatments and society is healthier. If costs continue to increase it may be impossible to provide the same range of services. There are lots of ways to reduce costs such as focusing on mental health in the workplace to give early identification and support to reduce the need for expensive treatment. Screening programmes such as breast screening may give early indicators allowing issues to be treated early. Nutrition awareness helps people choose healthier options and reduce people developing conditions like type 2 diabetes. Reducing levels of obesity will lead to a decrease in sickness levels and a reduced dependency on health services, which means less spending on care. Developments over the last few decades in the UK have increased life expectancy such as clean air zones in cities, the HPV vaccine, a ban on tobacco advertising and a ban on smoking in enclosed public places | <p>Write a report on why it is important for society to be healthy.</p> <p>Top Tips</p> <ul style="list-style-type: none"> Use your own words to describe and explain. Consider the key reasons why it is important and provide an explanation. Use research to support, but remember to reference. |



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| <p>Current challenges to public health</p> <ol style="list-style-type: none"> 1. Obesity 2. Flu and viruses 3. Alcohol consumption 4. Heart disease/stroke 5. Sexual health 6. Cancer 7. Physical activity 8. Mental health 9. Smoking (stopping) 10. Child dental health | <p>Public health is the health of the population as a whole. It is important to know what the challenges are and how the impact both individuals and society as a whole.</p> | <ol style="list-style-type: none"> 1. The challenge is to reduce the number of people who are obese. A person is classified obese if their BMI is 30 or higher. 2. The challenge is to reduce the rate of transmission of flue and other viruses. We also need to increase the uptake of vaccines to protect people from illnesses. 3. Men and women are advised to drink no more than 14 units of alcohol a week. Reducing the number of people who consume alcohol in excess will reduce health problems such as high blood pressure, liver disease and mental/behavioural disorders linked to alcohol use. 4. Heart disease refers to conditions that affect the function of the heart. It can lead to heart attacks, heart arrythmias (irregular heart beat) and angina (pain in the chest). The financial cost is huge - around £30bn a year 5. To improve public health it is important to reduce the number of people who contact a sexually transmitted infection (STI), so educating people about safe sex is vital. 6. Early detection improves cancer survival rates. A challenge is to educate people about changing their behaviour with known causes of cancer such as smoking and obesity. 7. Many people do not do regular exercise appropriate for their age which can lead to health problems. Better physical health through exercise can mean fewer people need hospital treatment for heart disease, fewer people develop type 2 diabetes and fewer people need treatment for broken bones because exercise contributes to better balance and bone strength. 8. People suffering mental health problems has gone up in recent years, and the main challenge is there are not enough resources to support everyone who needs help. Many people with mental health conditions are unable to work, and require access to services such as counselling. 9. Many people live with smoking-related illnesses such as chronic obstructive pulmonary disease (COPD) and emphysema so the challenge is to stop smoking permanently. Stopping reduces the risk of strokes and cancers. 10. Tooth decay is common in children due to lack of brushing or poor brushing habits. Failing to maintain good oral hygiene will result in stained teeth, cavities and tooth loss. | <p>Select a public health challenge and research more information about it. Present your research as a written report or presentation.</p> <p>Top Tips</p> <ul style="list-style-type: none"> - Focus on why it is a public health challenge (how many people are affected, who is affected) - Research using a range of sources such as government information, NHS and charities. |



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| <p>Organisations promoting public health challenges</p> <ol style="list-style-type: none"> Charities National Health Service (NHS) Government Health Agencies World Health Organisation (WHO) | <ol style="list-style-type: none"> Charities include Cancer Research UK, Samaritans, Alzheimer’s Society, Age UK and Diabetes UK. The NHS deliver free at the point of service healthcare to the UK population, and is funded through direct taxation. The UK Health Security Agency and the Office for Improvement and Disparities are two government agencies that aim to protect and improve the nation’s health and wellbeing and remove inequalities. The WHO is a United Nations Agency that has several main aims. | <ol style="list-style-type: none"> Charities will support individuals with specific health problems and may provide advice, support and guidance to individuals and their families. Individuals can access emergency or routine health care services free of charge. It includes hospitals, GP surgery’s, dentists and pharmacies plus many more services. Agencies will work with charities, the NHS and global organisations such as the WHO on a wide range of public health challenges. Their aims are to work on a global scale to increase universal health coverage, help direct and coordinate national and international responses to health emergencies Develop policies that aim to improve access to health services for everyone. | <p>Choose one organisation and find out more about the work they do. Present this as a presentation or poster.</p> <p>Top Tips</p> <ul style="list-style-type: none"> - What is their role in society. - Who do they work with - What are their aims - How do they address public health challenges. |



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| <p>Current health promotion campaigns and their benefits</p> <p>Current health promotion campaigns</p> <ol style="list-style-type: none"> #CoverUpMate – sun protection Change4Life Count 14 Campaign Be a soaper hero – wash your hands Catch it, bin it, kill it Hands, Face, Space Drinkaware Every Mind Matters Food Upfront Ouch – Your Sexual Health Matters Tilly the tooth – good dental habits Stoptober – 28 day not smoking challenge. <p>Target audience</p> <p>Benefits</p> <ol style="list-style-type: none"> Individuals Society | <p>Most health promotion campaigns focus on a single issue, such as mental health, sexual health, stopping smoking, alcohol intake or healthy eating.</p> <p>The purposes are:</p> <ul style="list-style-type: none"> To inform people about how changes in behaviour can improve their health To educate and empower people to make better decisions To improve quality of life <p>They are usually targeted at a specific audience or demographic. This could be based on age or specific groups like pregnant women.</p> <p>The benefits can include:</p> <ul style="list-style-type: none"> Attitude and behaviour changes Education and empowerment, allowing people to make their own decisions Improved quality of life | <p>Below is an example of a health promotion campaign run in the UK</p> <ul style="list-style-type: none"> Health promotion campaign: Stoptober Public health challenge: Smoking How the campaign works: Images to show effects of smoking, information about support available, reassurance that they are not alone. What are they trying to achieve: Support people to stop smoking, reduce the incidence of smoking related diseases, reduce the risks of passive smoking <p>Benefits to individuals</p> <ul style="list-style-type: none"> Mental and emotional health benefits – providing tips to manage emotions, activities to reduce stress, exercise to make them feel better, improve confidence and self esteem. Physical health benefits – health is improved, better sleep and more stamina, loss of weight and improved mobility and flexibility. Social health benefits – provide support and people to talk to, help the development of listening skills <p>Benefits to society</p> <ul style="list-style-type: none"> Life expectancy increases Less strain on health services Fewer people need access to counselling if they have knowledge and resources to look after their mental health Less money spent on health care Fewer people develop mental health issues, so less need to take time off work. | <p>Choose one health promotion campaign and research. Create a presentation that explains more about the campaign.</p> <p>Top Tips</p> <ul style="list-style-type: none"> Who is the target audience Why was the campaign created What difference has it made so far |



Crucial Knowledge

Unit R035 Topic Area 2

Factors influencing health



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| <p>Factors influencing health and wellbeing</p> <ol style="list-style-type: none">1. Lifestyle choices2. Health (physical and mental)3. Education and socio-economic4. Access to health services | <ol style="list-style-type: none">1. Exercise, diet, smoking, alcohol, unprotected sex, self help2. Physical health relates to the functioning of the body, mental health relates to the state of an individual's mind. Health can include illness, stress, anxiety, and genetics.3. Disposable income, employment, literacy, qualifications, culture.4. Access to counselling, GP, clinics, pharmacy, wellbeing groups. | <ol style="list-style-type: none">1. Lifestyle choices can have positive and negative impacts on an individual's health and wellbeing. For example exercising on a regular basis leads to increased stamina, but not exercising enough could lead to weight gain.2. Exercise and diet can change our physical health. A person who is ill may be unable to move or exercise and this can lead to physical deterioration. Some people may also inherit genetic disorders such as cystic fibrosis. Mental health can be impacted by many factors in a person's lifetime. Examples could be stress and anxiety caused by school or work, but some mental health conditions may be biological such as bipolar disorder.3. Research shows that people who have access to and engage with education earn higher salaries over their lifetime. Socio economic factors affect our development, health and wellbeing at all life stages. Education develops and extends knowledge, better qualifications allow people to work in professional roles that tend to have a higher salary.4. People in the UK have access to many different health services, but access depends on location, opening times, local resources and availability. An individual living in a rural area may have to travel to access some services and this could be a barrier. | <p>Select a person of your choice, or maybe yourself. What factors influence that person's health and wellbeing.</p> <p>Top Tips</p> <ul style="list-style-type: none">- Consider the reasons why the factors are influencing their health and wellbeing and why.- Try to use key terminology in your explanations. |



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Factors influencing health



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| <p>Leading a healthy lifestyle</p> <p>What can individuals do to be healthy</p> <ol style="list-style-type: none"> 1. Making healthy choices 2. Healthy eating and drinking 3. Hygiene 4. Mental health 5. Physical activity | <ol style="list-style-type: none"> 1. Not smoking, practicing safe sex, using sun protection. 2. Balanced diet and drinking in moderation 3. Personal hygiene and environment 4. Mental Stimulation, coping strategies and good sleep 5. Regular exercise | <ol style="list-style-type: none"> 1) <ul style="list-style-type: none"> • Benefits of not smoking are improved health, decreased risk of heart disease, lung cancer and stroke. • Practicing safe sex reduces the risk of contacting or passing on an STI and prevent unwanted pregnancies. • Using sun protection prevents sunburn, reduces the risk of skin cancer and prevents premature skin aging. 2) <ul style="list-style-type: none"> • A healthy balanced diet leads to improved gut health and reduces the risk of type 2 diabetes and some cancers. • Moderating alcohol intake can improve energy levels, sleep and mood. 3) <ul style="list-style-type: none"> • Good personal hygiene involves keeping the entire body clean and can prevent the spread of infection. Skin infections, odour and scalp conditions caused by poor personal hygiene can impact a person's confidence, self-esteem and ability to socialise. • The environment we live in can affect health and wellbeing and includes poor ventilation, poor air quality, poor lighting, tidy spaces, tidiness and clean spaces. Outdoor spaces and the environment in which we work are also important to our health and wellbeing 4) <ul style="list-style-type: none"> • Reading, puzzles, learning skills and languages, being social and listening or playing music keep the brain stimulated. • Using ways to cope with stressful situations such as thinking logically, accessing support, taking a break and talking to others. • Having enough sleep means a person is more alert and can respond to situations more efficiently. A lack of sleep can result in fatigue and lack of concentration 5) <ul style="list-style-type: none"> • Exercise can make us feel better due to the release of endorphins and improve physical and mental health. | <p>Choose one area that an individual can focus on to make them healthier. Explain how this can contribute to better health</p> <p>Top Tips</p> <ul style="list-style-type: none"> - Consider both positive and negative affects. - Support your responses with research form suitable sources. - Try to provide advice for the individual to follow. |



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| <p>Leading a healthy lifestyle</p> <p>Benefits of leading a healthy lifestyle</p> <ol style="list-style-type: none">1. Physical2. Intellectual3. Emotional4. Social | <p>Maintaining a healthy lifestyle can increase a person's life expectancy.</p> <ol style="list-style-type: none">1. Physical benefits relate to the body2. Intellectual benefits relate to the brain, learning and understanding3. Emotional benefits relate to feelings4. Social benefits relate to relationships | <ol style="list-style-type: none">1)<ul style="list-style-type: none">• Improved mobility• Reduced body fat• Improved muscle tone• Increased strength and stamina• Greater flexibility• Improved sleep• Increased blood flow to the brain• Stronger immune system• Stronger bones2)<ul style="list-style-type: none">• Improved concentration• Improved focus• Better memory• More clarity of thinking3)<ul style="list-style-type: none">• Improved mood and wellbeing• Improved confidence• Higher self-esteem• Improved self-image• Better self-management• Reduced stress and anxiety4)<ul style="list-style-type: none">• Increased social contact• Greater ability to discuss experiences and feelings openly• Feelings of inclusion and acceptance | <p>Create a poster to put up in school that shows individuals the benefits of leading a healthy lifestyle.</p> <p>Top Tips</p> <ul style="list-style-type: none">- Make the poster eye-catching- Consider images to support written information. |



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Factors influencing health



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| <p>Barriers to leading a healthy lifestyle</p> <ol style="list-style-type: none"> Advertising/media Peer pressure Lack of support Cost | <ol style="list-style-type: none"> Advertising encourages us to try or buy an item. In the UK in recent years adverts for unhealthy items have been banned at times when children are likely to watch Peer pressure is when you feel you should be doing the same things as the people around you, or when you feel people are pressuring you to do something you are not comfortable with. Not everyone has access to support, an elderly person may live alone or a person experiencing mental health problems or homelessness may have lost contact with family members and friends. Expense of gym memberships, healthy foods and treatment/holistic therapies can restrict people leading a healthier lifestyle if they have a limited amount of disposable income. | <ol style="list-style-type: none"> If a person regularly consumes unhealthy foods then the overall quality of their diet is affected. This can lead them to develop obesity and other associated diseases. People may feel peer pressure in relation to their appearance, weight or behaviour and this can lead to poor decisions that are unhealthy for them. A person who does not have support may feel isolated, and it can be difficult to make lifestyle changes without support. Support can be provided by family and friends, role models and health professionals. <ul style="list-style-type: none"> Gyms provide exercise equipment and run fitness and health programmes to support people to lose weight and increase fitness levels. Healthy foods can be more expensive than less healthy foods, some supermarkets try to introduce initiatives to make fresh fruit and vegetables cheaper. Holistic therapies include reflexology, acupuncture, massage, aromatherapy and chiropractic which help people to improve emotional health and wellbeing. These treatments are not usually free on the NHS and therefore cost money which can be a barrier. Counselling is another example and some people choose to pay for this service but many people cannot afford due to the regular sessions and the rapid cost of them. | <p>Write a newspaper article about the barriers individuals may have to leading a healthy lifestyle</p> <p>Top Tips</p> <ul style="list-style-type: none"> Consider the 4 areas in the know more section You can support your article information with facts and figures. Can you include opinions of individuals you may interview? |



Crucial Knowledge

Unit R035 Topic Area 3

Plan and create a health promotion campaign

| Know More | Remember More | Understand it | Apply it |
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| <p>How to plan a health promotion campaign</p> <p>Aims of the campaign</p> | <p>When planning your campaign, you must consider:</p> <ol style="list-style-type: none"> 1. What you want to change/improve/educate people about. 2. Your aims related to PIES 3. Timescales 4. What resources you will need 5. Safety 6. Communication methods to be used during delivery 7. How will you make your campaign appropriate for your target audience. | <ol style="list-style-type: none"> 1) <ul style="list-style-type: none"> • You need a clear idea of what you want your audience to gain from the campaign. • Do you want the target audience to change behaviour, attitude or their ability to make informed decisions. • How would you like your target audience to improve; by making changes to their lifestyle to improve health or feel empowered. • What do you want to educate your target audience about; knowledge, skills or awareness 2) <ul style="list-style-type: none"> • What do you want the benefits to be for your health promotion campaign on PIES areas for example you may wish for an intellectual benefit of increased knowledge about issues relating to your campaign. 3) <ul style="list-style-type: none"> • When planning you need to consider planning time (research, creating resources and practicing), delivery time (set up, duration of presentation, time for activities) and finally time for feedback. 4) <ul style="list-style-type: none"> • You need to consider materials and equipment and additional help you may need such as people to help you set up or deliver. 5) <ul style="list-style-type: none"> • Take responsibility for protecting the rights of individuals, minimise risk to participants for example if doing a demo or activity and show sensitivity to your target audience. 6) <ul style="list-style-type: none"> • You need to consider three main methods of communication; verbal, non-verbal and written. You should also consider if you need any specialist communication methods. 7) <ul style="list-style-type: none"> • Your campaign should be suitable to the target audience so if you are delivering to children, use simple language and short activities. If you are delivering to adults then you can use more advanced language and provide more information. | <p>Create aims for a health promotion campaign of your choice. Ensure your aims cover the 7 considerations.</p> <p>Top Tips</p> <ul style="list-style-type: none"> - Be clear with your explanation of the aims. - Think about the layout of your aims |



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Unit R035 Topic Area 3

Plan and create a health promotion campaign

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| <p>How to plan a health promotion campaign</p> <ol style="list-style-type: none">1. Methods used to engage target audience2. Feedback methods | <ol style="list-style-type: none">1. When you are presenting your campaign you will be the main focus. You can use different techniques, approaches and resources to keep your audience engaged.2. After you have delivered your campaign, you will need to collect feedback which allows you to assess your planning and delivery. You can gather feedback by asking questions, using questionnaires and gathering a witness testimony. | <ol style="list-style-type: none">1. Examples may include; activities so your audience can try things for themselves, media such as videos or images, quizzes and demonstrations. It is a good idea to use a range of methods.2.<ul style="list-style-type: none">• Questions could be direct where you ask a person for immediate feedback such as; can you state three things I did well? You may also use open and closed questions, open questions require a descriptive answer and give you qualitative data. Closed questions require a yes/no answer and give you quantitative data.• Questionnaires are a series of questions for people to answer and you should use a range of questions. You can hand them out to your audience and ask them information about age, gender or location to give you a better analysis of their answers.• Witness testimony Is an account written by an observer, describing what they have seen. Your teacher may write one to describe what you did well and where you could improve. | <p>Create a plan for the health promotion campaign of your choice and consider what methods of engagement and feedback you may use.</p> <p>Top Tips</p> <ul style="list-style-type: none">- Think about the different approaches and resources you would want to use- Remember to consider your target audience |



Crucial Knowledge

Unit R035 Topic Area 4



Deliver and evaluate a health promotion campaign

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| <p>How to deliver a health promotion campaign</p> <ol style="list-style-type: none"> 1. Introduce the campaign 2. Deliver the content as appropriate to the campaign 3. Collect feedback | <ol style="list-style-type: none"> 1. Your introduction can affect the overall success of delivery. It is important to make your audience feel welcome and ready for the experience. 2. During delivery you will use a range of approaches and resources and you should adjust your communication methods to suit. 3. After you have delivered your health promotion campaign, you need to ask your audience for feedback. Constructive feedback will enable you to improve. | <ol style="list-style-type: none"> 1) <ul style="list-style-type: none"> • Welcome your audience – tell them who you are what you are studying, why they have been invited, what they will learn, what you are aiming to achieve and what will they be doing. • Settle the individuals/audience – Give your audience something to do when they enter such as completing name badges, watch a short video, look at images displayed, read a leaflet. 2) <ul style="list-style-type: none"> • Communicate clearly – speak clearly and slow the pace slightly • Provide support – be aware of the audience and look for signs a person may not understand. Allow time for questions to check understandings. • Supervise – When activities are happening be visible and approachable, move around the room and model the behaviour you expect. • Encourage participation/further action – praise audience members who answer questions, then use additional questions or prompts to help them develop answers further. 3) <ul style="list-style-type: none"> • You might choose to gather feedback during the campaign when your audience is engaging with materials or taking part in an activity • After the campaign you may hand out questionnaires or gather witness testimonies | <p>Create a small campaign of your choice and practice delivering the campaign to family or friends and gather feedback at the end.</p> <p>Top Tips</p> <ul style="list-style-type: none"> - Remember to use your plan to support your delivery. - Consider how to gain feedback from the audience. |



Crucial Knowledge

Unit R035 Topic Area 4



Deliver and evaluate a health promotion campaign

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| <p>How to evaluate own performance</p> <ol style="list-style-type: none">1. Use feedback2. Self-reflect3. Review strengths and weaknesses4. Suggest improvements | <ol style="list-style-type: none">1. Questionnaires completed by your audience will provide feedback on areas such as planning, communication skills, how you engaged the audience and the effectiveness of your resources, activities and demonstrations.2. Self-reflection involves identifying what went well, what did not go so well and how you can improve. Self-reflection should be critical and help you to improve next time.3. Your review will take into account all the evidence you have gathered through feedback as well as your own self-reflection.4. Based on the weaknesses you have identified suggest improvements. | <ol style="list-style-type: none">1. When analysing you may include results in a graph or chart, or make notes on responses. It is also good to look for common answers.2. You need to reflect on all aspects of your campaign including; planning, your welcome, how you settled the audience, your delivery, the production of feedback materials, the feedback methods used.3. Consider strengths and weaknesses for your planning, communication and how you engaged individuals. Think about what was effective and what did not work.4. You should give a valid reason for each improvement you suggest so think about why you would suggest that improvement. | <p>Write an evaluation of how your health promotion campaign went</p> <p>Top Tips</p> <ul style="list-style-type: none">- Consider strengths and weaknesses- Think about all the feedback you received.- Suggest and give reasons for improvements. |