

YEAR/BLWYDDYN: SUBJECT/PWNC:

Knowledge Focus: NEA Unit 2, Task 2

Health promotion Campaign



**Skills, knowledge and understanding to be developed in this Learning Plan:**

- Demonstrate knowledge and understanding of health and social care and childcare concepts, values and issues
- Apply knowledge and understanding of health and social care and childcare concepts, values and issues in a variety of relevant contexts

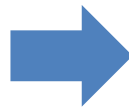
**Key terms to be learned in this**

**LP:**

- Service Provision
- Sectors
- Professionals
- Skills
- Public Health Wales
- Regulatory Bodies
- Health Promotion Campaign

**Week/Wythnos 1 - 2 Learning Objectives:**

- Can I research different health topics affecting a range of target groups?
- Can I outline a specific health topic, relevant to today's society and justify relevance using data researched?



**Objective assessments:**

Be able to:

-I can use research skills to find/retrieve information about the different health topics to refer to holistic health and well-being of different target groups.

-I can make justifications to the relevance of concerning health topics using data

-I can make links of health topics to a target group

*Complete introduction draft (booklet) NEA section a)*

**Homework/Gwaith**

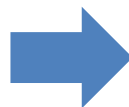
**cartref:** Create a Health Promotion Campaign about a chosen topic and target group

Set: TBC (First lesson back)

Due: 10<sup>th</sup> January 2025

**Week/Wythnos 3 Learning Objectives:**

- Can I explore current legislative frameworks that promote and support health and well-being?



**Objective assessments:**

Be able to:

-Identify and analyse legislative frameworks

-Outline why legislative frameworks are needed in Health and Social Care and Childcare provisions

-Demonstrate a secure knowledge of organisations to support health and well-being

*Use this research to complete Government Guideline activity in booklet. Then, use this template to research 4+ Gov Initiative, linked to chosen topic and target group*

Assessment

**Homework/Gwaith**

**cartref:** Pupils to complete research of 5 4 Gov Initiatives linked to chosen topic and target group

Set:

Due: 16<sup>th</sup> January 2025

**Week/Wythnos 4 Learning Objectives:**

- Can I discuss the effects on health and well-being of my chosen topic and target group?



**Objective assessments:**

- Be able to:
- Research and retrieve statistical evidence
  - Use the correct referencing guide to provide sources of information
  - Identify the effects of chosen topic on health and well-being

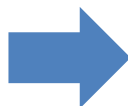
*Use this research to support arguments for effects of chosen topic on target group individuals. NEA Booklet Pg 7 for guidance*

**Homework/Gwaith cartref:** Pupils to create an information sheet outlining the effects of chosen topic on health and well-being of target group

Set:  
Due: 25<sup>th</sup> January 2025

**Week/Wythnos 5 Learning Objectives:**

- Can plan and produce a Health promotion Campaign using the success criteria?



**Objective assessments:**

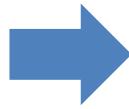
- Be able to:
- show consideration of methods/techniques to be used (*pros and cons of a variety of methods/techniques and whether they would be suitable for their chosen target group/topic*)
  - select and safe use of appropriate resources (*justification of choice of resources, selection and rejection, awareness of health and safety issues*)
  - use appropriate level of text and illustration
  - consideration of cost
  - create visual evidence of the materials to be used for the campaign or activity
  - Create visual evidence of presentation of the activity (if appropriate) (*the activity could be simulated in the classroom, carried out with a small group, if for children*)
  - Consider gaining feedback (*copies of written feedback obtained, e.g. observation forms, witness statements, questionnaires*).Use refer to NEA Booklet 'Part D')

**Homework/Gwaith cartref:** Complete Investigation Part D Pages

Set:  
Due:20<sup>th</sup> January 2025

**Week/Wythnos 6 Learning Objectives:**

- Can I understand the purpose of health promotion materials?



**Objective assessments:**

Be able to:

- Examine health promotion materials to find out:
  1. What issue are they aimed at tackling?
  2. What is the strategy?
  3. At what target group is the material aimed?
- Discuss the purpose of health promotion.
- I am aware different types of approaches to health promotion.
- Outline health promotion materials to find out what approach is being used.
- Use examples of different issues for health promotion for learners to research and identify the different health promotion agencies involved in tackling an issue

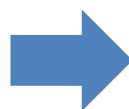
**Homework/Gwaith cartref:**

Create a poster analyzing a health promotion campaign and discuss the following:  
-The accessibility of the promotional material  
-The availability of the material

Set: 31<sup>st</sup> January 2025  
Due:

**Week/Wythnos 7 Learning Objectives:**

- Can I analyse and evaluate my Health Promotion Campaign in regard to the assessment criteria provided?



**Objective assessments:**

Be able to analyse and evaluate the task with regard to:

- the feedback gained
- strengths and weaknesses of the campaign or activity
- possible long-term and short-term effects of the campaign or activity on the target group.

**Homework/Gwaith cartref:**

**Complete Par E of booklet**

Set:  
Due: 15<sup>th</sup> February