

PROFESSIONAL CERTIFICATE IN MALE HEALTH AND MALE HEALTH PROMOTION

If you work with males or in male dominated industries where maintaining the physical and psychological health of your clients or workforce is a key function of your work, then this post-graduate course will interest you.

One of only a few courses of its type anywhere in the world, the UniSA *Professional Certificate in Male Health and Male Health Promotion* takes a fresh look at the health status of a group that makes up about half of Australia's population – males. When participants have completed this course they will have a comprehensive understanding of the health status of males in Australia and elsewhere, the key health issues and concerns of males, the key determinants of health in this population and of the subgroups of males who are most at risk. This information will then be examined for its implications in the shaping of male health services and male health and related policy. Existing national and state policy will be scrutinized to determine to what extent the drivers of male health outcomes are being addressed, what have been key outcomes to date and what challenges remain. Participants will also explore factors influencing the male experience of health and male health seeking behaviour as well as examine relevant theories of health promotion and health promotion program evaluation. Finally, students will reflect on specific approaches to engaging males by examining real world examples of illness prevention and health promotion programs and how different approaches might be adapted to their own practice.

AIM

The *Professional Certificate in Male Health and Male Health Promotion* aims to equip medical, allied health, human service, education and industry professionals with knowledge and skills to work and to engage more effectively with males, and to improve health, psychological, educational and social outcomes for males. Accordingly, the target groups for the courses are health, human service, education and industry professionals who work extensively with men and boys and/or in male dominated industries.

ABOUT THE PROFESSIONAL CERTIFICATE

The Professional Certificate in Practice Education comprises of two University of South Australia 4.5 unit courses* with three modules in the first course, and four modules in the second course.

Course 1: Male health in perspective

- Module 1: Biological, physiological, social, economic, cultural and other determinants of male health
- Module 2: Statistics of male health and illness and service utilization
- Module 3: National and international male health policy

Course 2: Male health promotion

- Module 1: Facts and fallacies of male health seeking behaviour
- Module 2: Health promotion – assumptions, concepts, theories, models and approaches
- Module 3: Health promotion – needs assessment, ethics, planning, resources, instruments and implementation
- Module 4: Health promotion program evaluation – theories, rationale and approaches

ENTRY AND ELIGIBILITY

The Professional Certificate is aimed at medical, nursing, allied health, health, social and human service professionals, educators, psychologists, psychotherapists and counsellors, occupational health and safety

* a full year load is 36 units; each unit represents approximately 30 hours of student effort including lectures, tutorials, discussion forums, research, reading, reflection and assessment activities

officers, health promotion officers, Aboriginal health workers and other industry professionals who work with men and boys within their work or community roles.

Participants will usually have completed an undergraduate degree in health or other relevant discipline or have equivalent work experience. Since the Program is delivered fully on-line, students are expected to be computer literate and be able to engage in online learning, word processing, and use the Internet and Email. Students will also require reliable access to the internet in order to access the on-line learning resources.

FLEXIBLE STUDY OPTIONS

The *Professional Certificate in Male Health and Male Health Promotion* is a fully online program augmented by weekly asynchronous on-line discussion forums to deepen learning and to encourage learning from and with other participants. For the duration of their enrolment, students have access to University resources including information technology resources, online teaching resources and borrowing rights with the University library.

Students can choose to undertake the entire Professional Certificate or just the individual courses making up the Certificate. Students cannot enrol for individual modules. Participants successfully completing assessment activities for only one of the Courses will receive a certificate of completion, with the workload hours nominated.

Only students successfully completing all of the two 4.5 unit courses (all seven modules) will gain the *Professional Certificate in Male Health and Male Health Promotion*. Participants in short programs will also be provided with a record of results. Because Short Program participants do not graduate in the usual sense they are not eligible for an academic transcript.

ENROLMENTS

Students must complete a registration form which is to be forwarded and approved by the Program Co-ordinator before enrolment is approved. Enrolments are open until three weeks following the commencement of courses. Enrolments cannot be processed for courses after the census date.

RECOGNITION OF PRIOR LEARNING

UniSA policy prevents credit being granted toward the completion of a short program; 'credit' applies only to programs that lead to an award of the University. Short programs however may be used as credit toward subsequent study in an award program of the University.

FEE STRUCTURE

Each course will cost \$900, with the total cost for the professional certificate being \$1800. Course fees must be paid following approval of enrolment and prior to commencement of the course(s).

TIMELINE AND COURSE CALENDAR

Each course will commence as indicated in the schedule below. Students may enrol in the entire professional certificate in either study period 2 or study period 5. Alternatively, students may elect to complete only one course in each of the study periods. We recommend students complete Course 1 (Male health in perspective) before commencing Course 2 (Male health promotion) should they elect to separate the courses.

Participants are free to pace themselves through the modules and the program, but greatest benefit will come from following the prescribed pathway with a cohort of colleagues with whom participants will form a virtual community. The average workload for students enrolling in the full program is 12 hours per week, including lectures, tutorials, discussion forums, research, reading, reflection and assessment activities.

Course calendar – 2014

Study period 2

- Core teaching and assessment period: 03/03/2014 to 04/07/2014
- Enrol by date: 14 Mar 2014
- Final date for payment – study period 2 : 17 Mar 2014
- Teaching break: 14 Apr – 25 Apr 2014

Module	Course outline	Start date	End date	Duration
Course 1: Male health in perspective				
• Module 1	Male Health determinants	March 3	March 28	4 weeks
• Module 2 [†]	Male health & service utilisation statistics	March 31	May 9	4 weeks
• Module 3	National & International male health policy	May 12	June 6	4 weeks
Course 2: Male health promotion				
• Module 4	Male health seeking behaviour	March 3	March 21	2 weeks
• Module 5	Health promotion principles & approaches	March 24	April 4	2 weeks
• Module 6 [‡]	Strategies for effective male health promotion	April 7	May 24	5 weeks
• Module 7	Health promotion program evaluation	May 26	June 6	2 weeks

Study period 5

- Core teaching and assessment period 28/07/2014 to 28/11/2014
- Enrol by date: 08 Aug 2014:
- Final date for payment : 17 Aug 2014
- Teaching break: 22 Sep – 03 Oct 2014

Module	Course outline	Start date	End date	Duration
Course 1: Male health in perspective				
• Module 1	Male Health determinants	July 28	Aug 22	4 weeks
• Module 2	Male health & service utilisation statistics	Aug 25	Sept 19	4 weeks
• Module 3 [§]	National & International male health policy	Oct 6	Oct 31	4 weeks
Course 2: Male health promotion				
• Module 4	Male health seeking behaviour	July 28	Aug 8	2 weeks
• Module 5	Health promotion principles & approaches	Aug 11	Aug 23	2 weeks
• Module 6 ^{**}	Strategies for effective male health promotion	Aug 25	Oct 10	5 weeks
• Module 7	Health promotion program evaluation	Oct 13	Oct 24	2 weeks

[†] includes a two week teaching break

[‡] includes a two week teaching break

[§] two week teaching break before module commences

^{**} includes a two week teaching break

PROGRAM CONTENT

A brief summary of the content of the two courses and seven modules that make up the *Professional Certificate in Male health and male health promotion* is provided below.

COURSE 1: MALE HEALTH IN PERSPECTIVE

The aim of this component of the Professional Certificate is to equip students with a thorough understanding of health issues confronting males and of the socio-economic and other determinants that influence health behaviours and health outcomes for males in contemporary western society. Students will review, synthesise and evaluate information from a range of data sources in order to develop a thorough appreciation of the context of the male health. With that background students will then examine local and international policy responses and assess the philosophy, strategies and extent to which policies address the key needs and drivers that influence male health.

Module 1: Biological, physiological, social, economic, cultural and other determinants of male health

This module will examine male specific health conditions together with non-sex specific conditions that disproportionately affect males. Students will explore the social, economic, cultural and other factors that influence the male experience of health and consider both specific as well as common issues that affect sub-groups of males who are at increased risk of adverse health outcomes. Differences in health outcomes at different stages in the life course will be highlighted.

Module 2: Male health and illness and service utilisation statistics

This module will engage students in the identification, review and critique of key metrics of male health and illness in Australia (and internationally as appropriate). Students will examine data from various sources to develop an understanding of key current and historic indicators of male health including life expectancy, major causes of death and injury, morbidity and mortality, the disease burden from chronic and long term conditions, co-morbidities, self-reported health status, reproductive and sexual health, workplace injury, health behaviours and health service utilisation. This information will form the basis of the consideration of issues of gender equity in health and the formulation of key drivers that should inform male health policy.

Module 3: National and international male health policy

In this module students will acquire an understanding of the fundamentals of the public policy development cycle in Australia (and elsewhere as appropriate). With this background students will then examine the development cycle, philosophy, objectives and strategies of state, national and international male health policy. Students will also assess the strength and weaknesses of the respective policies and examine the alignment between policy drivers and policy substance and discuss policy limitations and possible responses.

COURSE 2: MALE HEALTH PROMOTION

Module 4: Male health seeking behaviour

In this module students will become conversant with the key contemporary theories (e.g. health belief, stages of change, social influence, health action, trans theoretical model, self determination theory, diffusion of innovations theory) regarding motivation, behaviour and behaviour change and explore their implications for male health seeking behaviour and for strategies to engage men in health promotion and illness prevention. Key constructs of masculinity and manhood as well as the biological, societal, psychological and other factors that play key roles in shaping male health seeking and male health service utilisation will be explored. Students will also examine popular media and

academic narratives regarding male health seeking behaviour and undertake to separate myths and fallacies from evidence and fact.

Module 5: Principles & approaches for male health promotion

This module will begin by exploring key theories, concepts, principles, contexts and drivers of population health and health promotion including individual, community, ecological and integrative approaches to health promotion. Social influences, self-esteem, individual and community capacity, communication, empowerment as well as gender and health equity will be discussed. Issues of gender bias in the health promotion discourse will also be examined.

Module 6: Resources, media, and strategies for achieving better male health promotion outcomes

This module will explore the practical considerations of implementing health promotion programs. including communication strategies (one-to-one, groups, communities, print, social media), practice settings (community, workplace, schools, health facility, institutional), and the key different approaches (gender , relational, settings based, social marketing, and salutogenic). Different types of programs targeting males including screening, education, counselling, primary, secondary and tertiary illness prevention, nutrition and physical activity, drugs and alcohol and stress management will be discussed as will specific health promotion targets across the life course and for subgroups of males.

Module 7: Health promotion program evaluation

This module will equip students with knowledge regarding rationale, frameworks and models for health program evaluation. Students will explore formative and summative approaches as well as quantitative and qualitative methods of evaluation. The utility of program logic models and log frame approaches for determination and measurement of program needs, inputs, outputs and outcomes will be examined. Students will demonstrate practical application of concepts including study design, sampling, data collection, survey and other instrument design and testing, data analysis and dissemination of findings.