

# **HEALTH PROMOTION ESSAY PACK**

For CAIE A2 Psychology Paper 3

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**1 a) Describe what psychologists have discovered about:**

- **fear arousal to improve health, including a study and**
- **providing information to improve health, including a study. [6]**

**Ans.**

Fear arousal refers to the use of threatening or emotionally charged messages to make people

[REDACTED]

Janis and Feshbach investigated whether strong fear appeals reduce the effectiveness of health messages. Participants were randomly assigned to [REDACTED]

[REDACTED]

Providing information involves giving people clear, practical guidance so they know how to improve their health. This approach assumes [REDACTED]

[REDACTED]

Lewin et al. evaluated a home-based rehabilitation programme for heart attack patients.

Patients were randomly assigned to a [REDACTED]

[REDACTED]

**1. b) Evaluate what psychologists have discovered about:**

- fear arousal to improve health, including a study and
- providing information to improve health, including a study

**including a discussion about individual and situational explanations**

**Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]**

**Ans.**

One relevant issue is individual and situational explanations. Fear arousal [redacted]  
[redacted]  
[redacted]. Janis and Feshbach showed that strong fear  
appeals increased worry and attention, [redacted]  
[redacted]  
[redacted] Lewin et al.'s  
home-based rehabilitation programme improved anxiety [redacted]  
[redacted]  
[redacted].

Another issue is cultural differences. Fear appeals may be interpreted differently across cultures  
depending on attitudes towards authority, health beliefs and emotional expression. [redacted]  
[redacted]  
[redacted]. For example, in some East Asian  
cultures such as Japan, [redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

A final issue is the use of longitudinal designs. Janis and Feshbach included a one-week  
follow-up, which showed that [redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

2 a) Describe what psychologists have discovered about:

- schools with a focus on healthy eating, including a study and
- worksites with a focus on health and safety, including a study. [6]

Ans.

Psychologists have shown that environments such as schools and worksites can be used effectively to promote healthier behaviour through behaviour modification techniques.

Schools are an important setting for health promotion because [redacted].  
[redacted]. Tapper et al. aimed to increase children's fruit and vegetable consumption using modelling, [redacted].

Workplaces are another key setting for health promotion, particularly in high-risk industries.  
Fox et al. aimed to reduce accidents in two US mines using a token economy. Miners were

**2. b) Evaluate what psychologists have discovered about:**

- schools with a focus on healthy eating, including a study and
- worksites with a focus on health and safety, including a study

**including a discussion about use of children**

**Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]**

**Ans.**

One relevant issue is the use of children in research. Tapper et al.'s work on healthy eating h[redacted]  
[redacted]  
[redacted]. However, ethical concerns are there  
because children may not fully understand [redacted]  
[redacted].

Another relevant issue is experiments. Both studies used applied, real-world interventions  
rather than laboratory experiments. Tapper et al. implemented a [redacted]  
[redacted]  
[redacted]. In mines, changes in safety  
culture or management [redacted]  
[redacted]  
[redacted]

A final issue is the use of longitudinal designs. Tapper et al. showed that [redacted]  
[redacted]  
[redacted]. Similarly, Fox et al. followed injury rates over five to  
ten years, [redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

3 a) Describe what psychologists have discovered about:

- unrealistic optimism as a reason for disregarding positive health advice, including a study and
- positive psychology. [6]

Ans.

Unrealistic optimism refers to the cognitive bias where individuals believe that negative events are less likely to happen to them than to others, while

[REDACTED]

Weinstein investigated unrealistic optimism by asking college students to compare

[REDACTED]

Positive psychology is an approach developed by Seligman that focuses on human strengths, wellbeing and flourishing rather

[REDACTED]

In one of his works, Seligman described a university course where

[REDACTED]

**3. b) Evaluate what psychologists have discovered about:**

- **unrealistic optimism as a reason for disregarding positive health advice, including a study and**
- **positive psychology**

**including a discussion about individual and situational explanations**

**Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]**

**Ans.**

One relevant issue is individual and situational explanations. Unrealistic optimism is explained mainly through individual cognitive bias, as shown by Weinstein's finding that

[REDACTED]

Another issue is cultural differences. Weinstein's study used American college students, meaning findings about unrealistic optimism may

[REDACTED]

A final issue is idiographic versus nomothetic approaches. Weinstein used a nomothetic approach by measuring optimism across large groups and presenting general patterns of how people assess risk. This enabled broad predictions

[REDACTED]

**4 a) Describe what psychologists have discovered about using positive psychology in schools to improve mental health, in the study by Shoshani and Steinmetz (2014). [6]**

**Ans.**

Positive psychology focuses on building strengths and wellbeing rather than

A longitudinal field experiment was conducted over two school years in Israel. The sample consisted of 1038 students

Results showed that,

. It was concluded that positive psychology



**4. b) Evaluate what psychologists have discovered about using positive psychology in schools to improve mental health, in the study by Shoshani and Steinmetz (2014).**

**including a discussion about idiographic versus nomothetic approaches**

**Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]**

**Ans.**

One relevant issue is idiographic versus nomothetic approaches. Shoshani and Steinmetz used a largely nomothetic approach by delivering

[REDACTED]

gender and poverty were considered, the intervention itself was not tailored to individual needs. An idiographic approach, such as interviews with students, could have provided

[REDACTED]

Another relevant issue is psychometrics. A key strength of the study is the use of well-established, standardised questionnaires such as the Rosenberg Self-Esteem Scale and

[REDACTED]

A final issue is generalisation from findings. The large sample size improves confidence in the results, but all participants were adolescents from two

[REDACTED]. Therefore, while

the findings suggest that positive

[REDACTED] s.

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