Health Communication is the technique to improve individuals’ health, through knowledge and influence created, by using communication strategies

(Conversation for Disease Control and Prevention and the National Cancer Institute)

Course Description:
This course is designed to facilitate identification, analysis, and application of concepts, theories and methodologies related to health communication in various settings and at various levels of influence. Students will be expected to know how to design, communicate and evaluate effective health promotion messages.

Course objective:
To provide students with a framework for conducting health communication campaigns, including planning, implementation, and evaluation. We will focus on the health communication process as well as the production of communications. In this process, we look at the fundamentals of public health communication; role of public health communication in the adoption of advances in prevention, health promotion and emergency preparedness.

Course Goals:
Upon successful completion of this course students will be able to:

- Develop basic skills in applied formative research and its application to campaign decisions.
- Identify appropriate campaign methods and channels to achieve specified objectives.
- Assess the need and develop a communication plan within a broad ecological framework. Also include implementation and evaluation plan for public health communications.
- Identify program needs, strategies, resources, and accomplishments for specific health initiatives.
- Define program-planning strategies helpful for preparing organizational and communitywide health communication initiatives.
- Implement communication strategies of media relations, media advocacy, social marketing, and counter advertising.
- Utilize the health communications processes model to design a range of communication initiatives, including public service announcements, advertising, campaigns, promotions, and sponsorship.
- Describe how policy and legislative processes are used, and can be used, to make determinations regarding health education and health communication.
• Identify and use a variety or resources and tools for developing and evaluating successful public health communications campaigns.

Textbook: No Textbook for this class

Readings: Will be posted on Black Board

Videos: Links will be posted on Blackboard

Description of assignments:

Facilitated discussion:
Each student facilitates one reading/video from the list provided by the faculty. You are expected to become familiar with the original text, write a review on the text, and submit it every Monday before the class (Before midnight). The review should conclude with several discussion questions.

Brochure:
Develop a brochure/flyer in an area of health that interests you. Utilized concepts from course materials and class discussion.

Campaign Proposal
Students are required to write literature review of 3-5 pages exploring Health Communication related topics. The bibliography of your paper should have minimum 5 academic references from peer reviewed journal articles. Please see examples on the blackboard

Health Communication Campaign:
Design a health communication campaign with multiple complementary messages. The campaign will be graded on completeness, effort, insight, creativity, appropriateness of health communication techniques and course content.

Calendar (subject to change):

Facilitated Discussion and Discussion board entry (every week)
Campaign Topic Due 9/13/16
Brochure 10/18/2016
Campaign Proposal 11/8/16
Health Communication Campaign 11/29/16

Grade/Point Distribution:
Facilitating discussion 15%
Monday Assignment (Discussion Board entry) 15%
Campaign Proposal 15%
Brochure 15%
Policy on Late Work
The acceptance of late projects and subsequent penalties is subject to the International Studies Department policy. If unable to submit assigned work on time due to medical or serious family circumstances, the student must contact the professor promptly via email, office visit or telephone and provide a description of the circumstances (faculty confirmation receipt reply required). The professor’s decision based on merits of request will be communicated to students via email. If an extension has not been granted by the professor, late work is subject to the following penalties:

- One point within the first 24-hour period.
- An additional one point for the period after 24 hours late and prior to the end of the seventh day late.
- After a total of seven days late (including weekends), the required assignment will not be accepted and a "0" will be assigned for that assignment.

University of St. Thomas: Policy on Disabilities
Any student with a disability requiring accommodations in this course is encouraged to contact me after class or during office hours. Additionally, students will need to contact Counseling and Disability Services in Crooker Center. This office can be reached at (713) 525-6953.

University of St. Thomas: Policy on Academic Honesty
Every offense against academic honesty seriously undermines the teaching-learning process for which the University exists, and such offenses will be dealt with expeditiously according to the following criteria.

Definition: Academic dishonesty includes but is not limited to:

- Cheating on an examination or test, for example by copying from another’s paper or by using unauthorized materials before or during the test; or by divulging the contents of an exam to students who still must take the exam;
- Plagiarism, which represents as one’s own work the work of another, whether published or not, without acknowledging the precise source;
- Knowing participation in the academic dishonesty of another student even though one’s own work is not directly affected;
• Any conduct which reasonable persons in similar circumstances would recognize as dishonest in an academic setting.

Penalty: The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the grade of “F” for the course.

Attendance Policy:
Regular attendance is required. If you are more than 15 minutes late, you will be considered absent. Excused absences must be cleared in advance with me or require a note from your doctor or your academic counselor.