

COMM 333: Applied Health Communication
Spring 2014
Dr. LaKesha N. Anderson

TEXTBOOK:

Schiavo, R. (2014). *Health communication: From theory to practice* (2nd ed.). Hoboken, NJ: Jossey-Bass.

COURSE OVERVIEW AND LEARNING OBJECTIVES:

The purpose of this course is to develop a greater understanding of how health communication concepts, theories, research methods, cases, and other practices are applied in addressing real-world health issues and problems. You will identify ways in which scholars and practitioners use available resources to understand and improve people's lives. In this course, you will gain a deeper understanding of the field of health communication; learn about health communication approaches and action areas; and plan, implement, and evaluate a health communication intervention. Upon completion of this course, you should be able to:

1. Explain the history of health communication and the health communication cycle;
2. Identify models, theories, and methods that inform health communication scholarship;
3. Discuss important issues that influence the effectiveness of health communication interventions (i.e. culture, profession, technology, politics, stigma, cognitive processes);
4. Discuss the role of marketing and public relations in health communication strategy;
5. Research, analyze, and evaluate health communication interventions;
6. Conduct applied communication research.

COURSE REQUIREMENTS:

1. Applied Communication Research Project (30% paper; 10% oral presentation, 10% group feedback worksheet): Choose a real-world issue or problem that interests your group, frame it from a communication perspective, locate relevant literature, investigate the problem, and develop and implement a communication intervention to influence a health behavior outcome. The entire group must be part of the oral presentation.
2. Case Study (25% paper): This 4-5 page case study paper requires you to investigate a patient, health care organization, or other health-related topic suitable for case study. You will identify a problem, look at how the problem was or was not managed, conduct a situational analysis, and provide suggestions for improvements or comment on made improvements.
3. Participation (25%): The course demands a significant amount of class participation.

You will be responsible for summarizing and commenting on required readings and peer work. Participation includes contributing to class discussions of the material covered by offering insightful opinions, answering relevant questions, providing input on case studies, and completing in-class activities. Participation points cannot be made up.

TENTATIVE SCHEDULE:

Date	What to Read/What is Due
Week 1	Chapter 1: What is health communication? Chapter 2: Current health communication theories and issues.
Week 2	Chapter 2 continued. Chapter 3: Culture and other influences on conceptions of health and illness.
Week 3	Articles by Keyton, Cissna, Eadie, Frey, Seibold, Wood (total of 6 separate articles posted to Blackboard) Chapter 4: Interpersonal communication
Week 4	Chapter 5: Mass media and new media communication, and public relations. Appendix B and Chapter 5 continued.
Week 5	Chapter 6: Community mobilization and citizen engagement. Chapter 6 continued.
Week 6	Chapter 7: Professional medical communication. Chapter 7 continued.
Week 7	Chapter 8: Constituency relations and strategic partnerships in health communication. Chapter 9: Policy communication and public advocacy.
Week 8	Film in class Film continued. Case Study Due. Group Evaluation #1 Due
Week 9	Chapter 10: Overview of health communication planning process. Appendix A
Week 10	Chapter 11: Situation and audience analysis. Chapter 11 continued.
Week 11	Chapter 12: Identifying communication objectives and strategies. Chapter 12 continued.
Week 12	Chapter 13: Designing and implementing an action plan. Group Evaluation #2 Due Chapter 13 continued.
Week 13	Chapter 14: Evaluating outcomes of health communication interventions. Chapter 14 continued.
Week 14	Action Week Action Week
Week 15	Final Course Papers and Presentations at 1:00 pm. Group Evaluation #3 Due