

GEORGE MASON UNIVERSITY
School of Recreation, Health and Tourism
College of Education and Human Development

HEAL 372—Health Communication (3)

Fall 2010

DAY/TIME:	M W 3:00 – 4:15 PM	LOCATION:	Innovation Hall 132
PROFESSOR:	David S. Anderson, Ph.D.		
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PREREQUISITES:	None	BLACKBOARD SITE:	https://courses.gmu.edu/

COURSE DESCRIPTION:

Applies research-based models and theories of health assessment and promotion at individual, organizational, agency, and community levels. Uses communication approaches and skills in context of behavior change strategies, including policy and program development.

COURSE OBJECTIVES:

By completion of the course, students should be able to:

1. Incorporate theories and models of health assessment, including health belief, stages of change, social learning, diffusion of innovations, and organization change and apply to health communication.
2. Define program planning strategies helpful for preparing organizational and communitywide initiatives.
3. Implement communication strategies of media relations, media advocacy, social marketing, and counteradvertising.
4. Utilize the health communications processes model to design a range of communication initiatives, including public service announcements, advertising, campaigns, promotions, and sponsorship.
5. Implement evaluation design strategies in the planning, implementation and review of components of communication strategy implementation.
6. Assist individuals and organizations in collaborative problem-solving, conflict resolution and solution-finding as they prepare health assessment, health education, and health communications initiatives.
7. Design and implement a communications product with specific objective, resources, and evaluation.
8. Describe how policy and legislative processes are used, and can be used, to make determinations regarding health education and health communication.
9. Prepare and conduct selective in-service training programs for targeted groups.
10. Articulate clearly program needs, strategies, resources, and accomplishments for specific health initiatives.

COURSE OVERVIEW:

This interactive course blends theoretical and applied approaches for communicating effectively about health issues. Classes will incorporate a variety of methodologies, including lecture, discussion, applied projects, reading reactions, and class interaction. The assignments and discussions are primarily applied in nature. Participation in all aspects of the course – attendance, active participation in class discussions, and completion of all assignments - is expected to gain the breadth of content and achieve course objectives. Readings and assignments are due on the specified date in the syllabus.

REQUIRED READINGS:

Bensley, R. and Brookins-Fisher, J. Community Health Education Methods: A Practical Guide. 3rd Ed. Jones and Bartlett, 2009.

National Cancer Institute, Washington, D.C.

*Making Health Communication Programs Work: A Planner's Guide (MHCPW) www.cancer.gov/pinkbook

*Theory at a Glance: A Guide for Health Promotion Practice www.cancer.gov/cancerinformation/theory-at-a-glance

*Clear & Simple: Developing Effective Print Materials for Low-Literate Readers www.cancer.gov/cancerinformation/clearandsimple

* How To Evaluate Health Information on the Internet <http://www.cancer.gov/cancertopics/factsheet/Information/internet>

Anderson, David S. IMPACT Evaluation Resource George Mason University www.caph.gmu.edu

U.S. Department of Health and Human Service Healthy People 2010 www.cdc.gov/nchs/hphome.htm

EVALUATION:

Grading Scale :	360-400 = A	350-359 = A-		
	340-349 = B+	310-339 = B	300-309 = B-	
	290-299 = C+	250-289 = C	230-249 = C-	200-239 = D

Requirements:

Communications Review	25 points
Individual Products (3 @ 25)	75 points
Communications Campaign	50 points
Training / Seminar Presentation	50 points
Campus Health Awareness Events	25 points
Assignments	50 points
Final Examination	75 points
Participation	50 points

Communications Review

Review one cluster of media communications (including but not limited to: news media, print advertising, radio/TV advertising, placements, marketing approaches, internet and web strategies). Prepare a 5-10 page paper that summarizes (a) overall approaches and strategies; (b) what you see as their hypotheses/assumptions; (c) appropriateness for target audience(s); (d) your assessment; and (e) applications for health and safety issues.

Individual Products (3)

Design three distinct health/safety products suitable for a communications initiative. The first item is a brochure; others include a poster campaign, newsletter, calendar, PSA series, media presentation, newspaper series, billboard, or other strategy. Include a written description of the background work, including theory, rationale for decisions and preparation activities. See grading rubric for further details.

Communications Campaign

Design a communications campaign suitable for implementation, including a wide range of appropriate materials and approaches. Campaign elements typically include print materials, public service announcements, fliers, fact sheets, brochures, news releases, and additional resources. Items should be individually developed; when incorporating support materials (e.g., fact sheets, resources), clearly identify with reference notation on the item and in the written description. Include a written description describing theory and background, needs assessments, strategy selection, pilot testing, and evaluation. Refer to grading rubric for details.

Training / Seminar Presentation

Working alone or in a small group, plan, design, and implement a segment of a training or seminar session to prepare a designated audience on a health or safety issue. This will incorporate communication strategies from the projects and campaign assignments, as well as other strategies as deemed appropriate. Clearly identify Grading will be based on individual roles, participation, collaboration, and quality of final project. This should include a paper documenting the background, preparation, and rationale for presentation content.

Campus Health Awareness Events

During the semester, Mason will offer numerous day- or week-long events on various health and safety issues: these include (but are not limited to) Health Expo, Breastival, HIV/AIDS awareness, and violence prevention. Review two of these, from marketing and organization to program implementation, and prepare a 3-5 page summary of observations and recommendations from a health communication perspective.

Assignments (5)

Assignments will be incorporated throughout the semester. These will emerge from the reading assignments, class discussions, and current health communication efforts. These will be based on a review, synthesis and application of course content. Typically, these will be brief, with a 10 point maximum score.

WEEKLY SCHEDULE OF TOPICS AND ASSIGNMENTS

(* indicates modified week schedule)

WEEK OF:

August 30	Overview and Introduction Foundations of Knowledge and Behavior Change	Chapters 1, 3
September 6*	The Health and Safety Context Ethical Foundations Paradigms and Models / Learning Processes	<u>Theory at a Glance</u> MHCPW: App. B, E <i>Communications Review</i>
September 13	Having an Impact / Desired Outcomes Risk and Resiliency Factors Review of Materials and Resources	MHCPW: Preface - Overview MHCPW: Stage 1
September 20	Foundations for Effective Communication Message Development and Content Reaching Targeted Groups/A Multi-Cultural Perspective [NOTE: Special Event]	Chapter 2 <u>Clear & Simple</u> <i>Sample Brochure</i>
September 27	Product Development Social Marketing and Social Norms	Chapter 5 [NOTE: Special Event] <i>Individual Project #1</i>
October 4	Product Development Persuasive Communication	Chapter 9 MHCPW: Stage 2
October 11*	The Media: Print, Radio, TV, Emerging Media Relations and Media Advocacy Preparation for In-Service Training	Chapter 10 MHCPW: Stage 3 <i>Individual Project #2</i>
October 18	Non-Profit Approaches Public Service Announcements	Chapter 14
October 25	Campaign Development Counteradvertising and Models of Design	Chapter 4 <i>Individual Project #3</i>
November 1	Evaluation: Process and Outcome Formative Evaluation and Focus Groups	MHCPW: Stage 4 <u>IMPACT Evaluation Resource</u>
November 8	Communicating with Others Presentations and In-Service Training	Chapters 6, 7, 8
November 15	Articulating Program Results and Needs Media Interviews	Chapter 11 <i>Communications Campaign</i>
November 22*	Program Planning, Organizational Change	Chapters 12, 13 <i>Training / Seminar Presentation</i> <i>Campus Health Event Paper</i>
November 29	Diffusion of Innovation	<u>Theory at a Glance</u> <i>Training / Seminar Presentation</i>
December 6	Organizational Solution-Seeking	<i>Training / Seminar Presentation</i>



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>