

**CHS 282**  
**Communications in Health Promotion and Health Education**  
**Community Health Sciences**  
**Fall 2005**

**Instructor**

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Classroom: 61-262 CHS

Day and Time: Wednesdays 2:00-4:50 p.m.

**COURSE DESCRIPTION**

The course is designed for public health professionals interested in health promotion and disease prevention through health education and communication strategies. The purpose of this course is to provide students with a basic understanding of the impact of mass and interpersonal communications in public health. The course will examine selected areas from the field of communication which are relevant to the practice of health education and health promotion.

**COURSE OBJECTIVES**

1. The students will gain a working understanding of the basic communication theories, models and assumptions as applied to health promotion and disease prevention programs.
2. The students will gain competency in critiquing relevant literature and case studies that illustrate how behavioral science and communication theories and literature have influenced and/ or guided health promotion and health communication research, policy and interventions
3. The students will gain competency in designing health communication strategy/intervention/program through completion of: (i) a class project on a topic of import and interest, (ii) preparation of a final project paper, and (iii) class presentation and defense of project experience. The term paper must be based on a critical analysis of the relevant literature on a particular topic, planning a health communications strategy and intervention, communication needs assessment for a group or program, and evaluation of some previously developed health communication strategy.

## **PREREQUISITES**

CHS 210 or previous courses in social science or consent of instructor.

## **Course Requirements**

The course will use four teaching mechanisms: (1) lectures and discussions on selected topics (listed by session), (2) critiques of specific readings by students, (3) a case study of a communication system in an organization or campaign, (4) presentations of term-paper projects, and (5) term-paper assignments. The lecture-discussion sessions will be used for critical analysis and review of key readings on selected topics central to the course content. All students are expected to come to class prepared to fully participate in a discussion of readings. Each week a couple of students will be asked to review several required readings and introduce these readings into the discussion.

The case study and presentation will substitute as the mid-term examination. Each student will be required to participate as a discussant in one class session/topic chosen by the student; in addition a class presentation of the course project is required. A final term paper (15-20 page double-spaced typed) from each student whether they worked individually or in a group, will be due at the last class session.

**Course Evaluation/Grading:** Students will be evaluated based on meeting a range of course requirements. The final course grade will include: (a) critiques of readings= 20%, (b) case study of communication system in an organization or of a communication intervention= 20% of final grade; and (c) term paper on a class project= 60 %

\*All assignments will be both presented orally along with a written paper or a handout.

**COURSE READINGS:** Required Books and course reader

### **Required Books:**

1. Rice, Ronald E. and Atkin, Charles K. (eds.), Public Communication Campaigns (Third edition), Sage Publications, Thousand Oaks, CA 2001 **(PCC)**
2. Kar, Snehenhu B., Alcalay, Rina, and Alex, Shana (eds.) Health Communication: A Multicultural Perspective, Sage Publications, Thousand Oaks, CA 2001 **(HC)**

### **Recommended Books:**

Kreps, Gary L and Kunitomo, Elizabeth N., Effective Communication in Multicultural Health Care Settings, Sage Pub., Thousand Oaks, CA 1994 **(ECMHCS)**

Wiseman, Richard and Shuter, Robert, Communicating in Multicultural Organizations, Sage Pub., Thousand Oaks, CA 1994 **(CMNO)**

## **CLASS SCHEDULE AND TOPICS**

- Session 1: 10/05/05 CHANGING DYNAMICS OF COMMUNITY NEEDS AND IMPERATIVES FOR HEALTH COMMUNICATION  
HEALTH BEHAVIOR IN TRADITIONAL AND MODERN SOCIETIES
- Session 2: 10/12/05 MAJOR COMMUNICATION THEORIES AND MODELS  
INTERPERSONAL AND MASS COMMUNICATION THEORIES AND MODELS
- Session 3: 10/19/05 THEORIES AND MODELS OF PERSUASION, ATTITUDE, AND BEHAVIOR CHANGE
- Session 4: 10/26/05 SOCIAL MARKETING: IMPLICATIONS FOR HEALTH PROMOTION COMMUNICATION
- Session 5: 11/02/05 HEALTH COMMUNICATION CAMPAIGNS MASS CAMPAIGNS: CASE STUDIES AND IMPLICATIONS
- Session 6: 11/09/05 **STUDENT PRESENTATIONS OF CASE STUDY (=MIDTERM):  
3-4 page term paper outline due (not graded)**
- Session 7: 11/16/05 HEALTH COMMUNICATION IN MULTICULTURAL COMMUNITIES: LESSONS AND CHALLENGES
- Session 8: 11/23/05 COMMUNITY EMPOWERMENT, PARTICIPATION, AND SOCIAL ACTION FOR HEALTH PROMOTION
- Session 9: 11/30/05 EVALUATION OF HEALTH COMMUNICATION: INDICATORS AND PARTICIPATORY METHODS
- Session 10: 12/07/05 **CLASS PROJECT PRESENTATIONS**

**TERM PAPER DUE: Monday, 12/12/05**

## **CHS 282: Class Sessions and Reading Assignments:**

### **SESSION 1: CHANGING DYNAMICS OF HEALTH NEEDS AND ROLE OF HEALTH COMMUNICATION**

**\*=reader**

Rice et al. **(PCC)** Chapter 1

Kar et al. **(HC)** Chapters 1 & 2

\*Rogers, E.M.: Chapter 1, The Elements of Diffusion, pp. 1-37, The Diffusion of Innovations

Chossudovsky M. "The IMF-World Bank's 'Economic Medicine'." April 9, 2000.

<http://emperors-clothes.com/articles/chuss/imfworld.htm>

### **Session 2: INTERPERSONAL COMMUNICATION THEORIES AND MODELS**

Rice et al. **(PCC)** Chapters 2 & 3

Kar et al. **(HC)** Chapter 3 & 9

\*Lewin, Kurt. Group Decision and Social Change, pp. 197-211.

\*Heirich M, Cameron VC, Erfurt, JC, Foote, A, Gregg, W, (1989) Establishing Communication Networks for Health Promotion in Industrial Settings American Journal of Health Promotion 4(2), 109-117.

\*Pearson, J.C., Interpersonal Communication, Scott, Foresman and Company, p. 4-29.

Recommended reading: Kreps & Kunimoto (ECMHCS): Chapter 2

### **Session 3: THEORIES AND MODELS OF HEALTH BEHAVIOR**

Rice et al. **(PCC)** Chapters 4 & 8

Kar et al. **(HC)** Chapter 5

\*Prentice-Dunn, S. Rogers, R. Protection Motivation Theory and Preventive Health: Beyond the Health Belief Model. Health Education Research 1986, 1(3), 153-161.

\*Floyd D.L., Prentice-Dunn S., Rogers R.W. "A Meta-Analysis of Research on Protection Motivation Theory." Journal of Applied Social Psychology 2000, 30(2): 407-429.

\*Job, R.F. Soames (1988) Effective and Ineffective Use of Fear in Health Promotion Campaigns Amer Jo Public Health 78(2):163-167.

\*DeJong, William, Wallack Larry (1992) The Role of the Designated Driver Programs in the prevention of Alcohol Impaired Driving: A Critical Reassessment. Health Education Quarterly 19(4):429-442.

\*Gerrard M, Gibbons F.X, Bushman B.J. "Relation between Perceived Vulnerability to HIV and Precautionary Sexual Behavior." Psychological Bulletin 1996, 119(3): 390-409.

#### **Session 4: SOCIAL MARKETING IN PUBLIC HEALTH CAMPAIGNS**

Rice et al. **(PCC)**, Chapters 28, 30 & 31

\*Philip Kotler and Gerald Zaltman. Social Marketing: An Approach to Planned Social Change. Journal of Marketing , 1971, 35: 3-12.

\*Paul N. Bloom and William D. Novelli. Problems and Challenges in Social Marketing. Journal of Marketing 1981, 45: 79-88.

\*Alexander K., & McCullough J. Application of Marketing Principles to Improve Participation in Public Health Programs. In Journal of Community Health, 1981, 6(3):216-222.

\*NCI, Making Health Communication Work, U.S. Dept. of Health & Human Services Pub. 89-1493, April 1989, p. 5-27. <http://cancer.gov/pinkbook>

#### **Session 5: MASS COMMUNICATION CAMPAIGNS FOR HEALTH PROMOTION**

Rice et al. **(PCC)** Chapter 11

Kar et al. **(HC)** Chapter 12

Wallack L. Mass Communication and Health Promotion. In PCC, Chapter 16, pp. 353-367.

\*Altman DG, Schooler, and Basil, MD 1991 Alcohol and Cigarette Advertising on billboards Health Education Research 6(4), 487-490.

\*Wang C. Culture, Meaning and Disability: Injury Prevention Campaigns and the Production of Stigma. Social Science and Medicine 35(9), 1093-1102.

\*Pasick R.J. & Wallack L. Mass Media in Health Promotion: A Compilation of Expert Opinion. In Int'l Quarterly of Community Health Education, 1988-9, 9(2):89-110.

\*Erickson, AC, McKenna, JW, Romano, RM (1990) Past Lessons and New Uses of the Mass Media in Reducing Tobacco Consumption Public Health Reports 105(3):239-244.

\*Bushman B.J. & Anderson C.A. "Media Violence and the American Public: Scientific Facts versus Media Misinformation." American Psychology 2001, 56(6/7): 477-489.

#### **Session 6: STUDENT PRESENTATIONS (=MIDTERM)**

#### **Session 7: HEALTH COMMUNICATION IN MULTICULTURAL COMMUNITIES**

Rice et al. **(PCC)** Choose three chapters from part IV (At least 3 samples)

Kar et al. **(HC)** Chapter 4 & 6

\*Fryer, Michelle (1991) Health Education through Interactive Radio: A Child-to Child Project in Bolivia Health Education Quarterly 18(1) :65-77

\*Spiegel, C & Lindaman, F (1977). "Children Can't Fly: A Program to Prevent Childhood Morbidity and Mortality from Window Falls", American Journal of Public Health, 67(12): 1143-1146.

\*Flay, B. (1986) "Media Linkages with School-Based Programs For Drug Abuse Prevention", Journal of School Health, 56(9):402-406.

\*Rice, M and Valdivia (1991) A Simple Guide for Design, Use, And Evaluation of Educational Materials Health Education Quarterly 18(1): 79-85.

### **SESSION 8: PARTICIPATORY EMPOWERMENT AND SOCIAL ACTION (PESA) MODELS FOR HEALTH PROMOTION:**

\*Kelly, J.A., St. Lawrence, J.S., Stevenson, I.Y., Hauth, A.C., Kalichman, S.C., Diaz, Y.E., Brasfield, T.L., Koob, J.J., Morgan, G., "Community AIDS/HIV Risk Reduction: The Effects of Endorsements by Popular People in Three Cities." American Journal Public Health, 92(82): 1483-1489, 1992.

\*Yeich, Susan (1996), "Grassroots Organizing with Homeless People: A Participatory Research Approach, JSI, 52(1): 111-121

**Case Study Analyses:** Grameen Bank (Bangladesh), IPPF, MAAD, Madres de Plaza Mayor (Argentina), NOW, Community Kitchen (Peru), La Esperanza/ATABAL (Mexico), CARE, Union of Women Domestic Employees (UWDE: Recife/Brazil), Women for the Survival of Agriculture (WSA: Canada/USA), Rural Workers Organization (RWO: India, Philippines, Sri Lanka), COYOTE

### **SESSION 9: EVALUATION OF HEALTH COMMUNICATION: INDICATORS AND PARTICIPATORY RESEARCH**

Rice et al. (**PCC**), Chapters 6, 8 & 9 (also refer to 16)

Kar et al. (**HC**) Chapter 13 & 14

\*Kar, S.B., (ed.) Health Promotion Indicators and Actions, Chapter 1/pp.1-21. Springer Pub. Inc., Thousand Oaks, CA, 1989

\*Vroome, E.M., Sandfort, TGM. De Vries, KJM, Paalman, MEM, Tielman, RAP Evaluation of a safe sex campaign regarding AIDS and other sexually transmitted diseases among young people in the Netherlands (1991) Health Education Research 6(3):317-325.

Meade, C.D. and Smith, C.F., Readability Formulas: Cautions and Criteria 1991 p.153-158.

### **SESSION 10: TERM PAPER PRESENTATIONS**