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

Instructor

Professor Snehendu B. Kar
Office: CHS 26-071
Office Tel: 310/825-5156
Office Hours: Tuesdays 3-5
Email: Kar@ucla.edu

Special Reader: Grace Lee
Email: gslee@ucla.edu
Office Hours: Wednesdays 1-2, and by appt

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:


Recommended Books:


CLASS SCHEDULE AND TOPICS

Session 1: CHANGING DYNAMICS OF COMMUNITY NEEDS AND IMPERATIVES
10/05/05 FOR HEALTH COMMUNICATION

HEALTH BEHAVIOR IN TRADITIONAL AND MODERN SOCIETIES

Session 2: MAJOR COMMUNICATION THEORIES AND MODELS
10/12/05

INTERPERSONAL AND MASS COMMUNICATION THEORIES AND MODELS

Session 3: THEORIES AND MODELS OF PERSUASION, ATTITUDE, AND BEHAVIOR CHANGE
10/19/05

Session 4: SOCIAL MARKETING: IMPLICATIONS FOR HEALTH PROMOTION COMMUNICATION
10/26/05

Session 5: HEALTH COMMUNICATION CAMPAIGNS MASS CAMPAIGNS: CASE STUDIES AND IMPLICATIONS
11/02/05

Session 6: STUDENT PRESENTATIONS OF CASE STUDY (=MIDTERM): 3-4 page term paper outline due (not graded)
11/09/05

Session 7: HEALTH COMMUNICATION IN MULTICULTURAL COMMUNITIES: LESSONS AND CHALLENGES
11/16/05

Session 8: COMMUNITY EMPOWERMENT, PARTICIPATION, AND SOCIAL ACTION FOR HEALTH PROMOTION
11/23/05

Session 9: EVALUATION OF HEALTH COMMUNICATION: INDICATORS AND PARTICIPATORY METHODS
11/30/05

Session 10: CLASS PROJECT PRESENTATIONS
12/07/05

TERM PAPER DUE: Monday, 12/12/05
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


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.


*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


Session 4:  SOCIAL MARKETING IN PUBLIC HEALTH CAMPAIGNS
Rice et al. (PCC), Chapters 28, 30 & 31


Session 5:  MASS COMMUNICATION CAMPAIGNS FOR HEALTH PROMOTION
Rice et al. (PCC) Chapter 11

Kar et al. (HC) Chapter 12


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


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


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


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: Racife/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


SESSION 10: TERM PAPER PRESENTATIONS