CHS 292
COMMUNICATIONS AND MEDIA DEVELOPMENT IN HEALTH PROMOTION/EDUCATION
WINTER 2005 / COMMUNITY HEALTH SCIENCES / SCHOOL OF PUBLIC HEALTH

Lecture/Seminar  8:30 – 2:30 SaSu
Labs        Jan 15, 16, Feb 12, 13, March 12 – 13

Professor: Deborah Glik, Rm. 26-078C, SPH      Tel: 310-206-9548/
Fax: 310-267-2696      Email: dglik@ucla.edu
Office hours: Mon 1:30-3:00/ Tues 1:00-2:30 and by appointment
Teaching Assistant: Cathy Lang            Email: clang@ucla.edu

COURSE DESCRIPTION
This seminar/lab practice course immerses students in selected aspects of health
communications using new electronic forms of media communications (internet, cd roms, web
pages, digital photography, video) that mixed with older media (print, journalism, advertising,
television, training) that is currently revolutionizing the health communications field. The course
highlights student mastery through hands on lab tutorials of some of the new computer
technologies, touches on theoretical and research approaches to studying the “new media” and
what this trend implies for public health practice.

The course requires that certain competencies be attained. First students will participate
in exercises that will enable them to create well-crafted health messages and message strategies
from qualitative or other data. Then taking some of these ideas, students will select a computer-
based format (web page, presentational format, publishing format, multimedia, or other) and use
these to create materials/ media products. Finally students will do a final report that takes a
larger view of their project, integrates theoretical ideas as well as knowledge about the issue, and
describes in depth what they did and why they did it.

COURSE OBJECTIVES
To become skilled in the art and science of message design for health communications, to better
understand how health communications messages and strategies need to be created, produced
and placed to create changes in the health of populations.

To become familiar with the new computer based media technologies such as internet,
presentational formats, desktop publishing and multimedia training materials.

To get some insight into the media industry, both commercial and not for profit with special
attention paid to mass media formats of newspapers, print media, television, radio, video,
multimedia.

To become familiar with new media/educational strategies of health informatics, health
journalism, media literacy, and risk communications.

To adopt a critical perspective as regards the health communications field.
PREREQUISITES
CHS 210 or previous courses in social science or consent of instructor. Proficiency in Windows, a Bruin On-Line account, some familiarity with the Internet.

COURSE REQUIREMENTS
The course meets 8:30 – 2:30 on class weekends. The computer labs will be held each session for the 6 class sessions. For the computer lab bring a blank diskette and be prepared to learn.

The lecture-discussion sessions will be used for critical analysis and review of key readings. Students are expected to come to class prepared to fully participate in a discussion of readings.

Each student is expected to participate in a series of interlinked exercises leading to a final project paper that uses one of the media strategies discussed. These projects can be done alone or as part of a small group exercise.

1) Exercise 1 is a literature review in a substantive areas, analysis of the communications problem you propose to solve, and description of the target population you will solve it for. (2-3 pages) due on Monday January 24th.

2) The second exercise is a materials review that will result in creating a message strategy, a media, and designing messages for your target population. This can take the form of a creative brief. (3-4 pages) due on Friday February 11th.

3) The third exercise is the production of the multimedia product such as a web page, digital presentation, cd rom, print product, documentary, etc. Due on Monday March 7th. You will also do an oral presentation of your project the last day of class Sunday March 13th.

4) The final project paper entails integrating the first three exercises and also adding in a section on the description of the production process, integration of theory and more research insights on the audience, media, and strategy selected, and recommendations for improvement (12 – 15 pages). Due on Monday March 21st.

Please note: You can send in your word text files via email attachments. For your actual materials, while a website address or an attachment of a brochure is okay – I will need a hard copy as well in form of your webpages, a cd, a brochure, a video, etc.

EVALUATION
Students will be evaluated based on meeting course requirements. These requirements include:

(10%) Participation in class discussion
(45%) Completion of exercises and communications product (10 pts first exercise, 10 pts second exercise, 25 pts final product)
(10%) Oral presentation of class project and outline of proposed paper
(35%) Final paper.

Readings

Other readings are in the Reader or are on e-reserve, a UCLA library electronic reserve system identified in readings by a link to the website where they can be found for journals where UCLA has a subscription. You can read article through those links and/or download them if you would like. Available at [http://ereserves.library.ucla.edu](http://ereserves.library.ucla.edu)

**OVERALL COURSE OUTLINE:**

**COMMUNICATIONS AND MEDIA DEVELOPMENT FOR HEALTH PROMOTION/EDUCATION**

**I. INTRODUCTION/OVERVIEW**

*Session One 8:30 – 10:15*  
Saturday January 15, 2005  
Intro Multimedia / How people Learn

**Lab Session One** – Adobe Photoshop: 10:30am to 12:15

**II. LEARNING AND MESSAGING**

*Session Two 12:45 – 2:30*  
Saturday January 15, 2005  
How people Learn/ Intro to Message Design

**III. MESSAGE DESIGN, CONT**

*Session Three 8:30 – 10:15*  
Sunday January 16, 2005  
Formative research, pretesting, message design, creative briefs.

**Lab Session Two** – Introduction to Internet 10:30am to 12:15

**IV. CULTURAL COMPETENCY**

*Session Four 12:45 – 2:30*  
Sunday January 16, 2005  
Literacy / Readability

***Exercise 1 due: Monday January 24, 2005***

***Exercise 2 due: Friday February 11th 2005***

**V. INTRODUCTION TO INTERNET**

*Session Five 8:30 – 10:15*  
Saturday February 12, 2005  
Internet Utilization / Creating Internet Communications for Health

**Lab Session Three** – Webpages: Microsoft Frontpage: 10:30am to 12:15
VI. EVALUATING THE INTERNET
Session Six  12:45 – 2:30  Saturday February 12, 2005
Critical view of health communications on the internet

VI. The Print Media
Session Seven  8:30 – 10:15  Sunday February 13, 2005
Tried and true - the print media - writing and producing: brochures, fliers, newsletters, etc

Lab Session Four  Adobe PageMaker:  10:30am to 12:15pm

VIII. TAILORING AND TARGETTING
Session Eight  12:45 – 2:30  Sunday February 13, 2005
Computers X Print

*** Communications Product Due:  Monday March 7th  2005***

IX. INTERACTIVE MULTIMEDIA FORMATS
Session Nine  8:30 – 10:15  Saturday March 12, 2005
Multimedia presentational formats - creating interactive health education media formats.

Lab Session Five  –Macromedia Authorware: 10:30am to 12:15

X. EVALUATING INTERACTIVE MULTIMEDIA FORMATS
Session Ten  12:45 – 2:30  Saturday March 12, 2005
Evaluating effectiveness of interactive multimedia -

XI. VIDEO AND DOCUMENTARY FORMATS
Session Eleven  8:30 – 10:15  Sunday March 13, 2005
Digital recording and editing possibilities.

Lab Session Six  – Advanced Power Point or Video Editing :  10:30am to 12:15pm

XII. CLASS PRESENTATIONS
Session Twelve  12:45 – 2:30  Sunday March 13, 2005
Presentations of final project materials to class.

*****FINAL PAPERS DUE  Monday March 21, 2005 *****

READINGS

I. INTRODUCTION/OVERVIEW
Session One  8:30 – 10:15  Saturday January 15, 2005
Intro Multimedia / How people Learn
II. LEARNING AND MESSAGING
Session Two 12:45 – 2:30 Saturday January 15, 2005
How people Learn/ Intro to Message Design

Readings:

E-reserves


III. MESSAGE DESIGN, CONT
Session Three 8:30 – 10:15 Sunday January 16, 2005
Formative research, pretesting, message design , creative briefs.

RDR: Evaluation Questions derived from Health Communications Research

E- reserves
Clear and simple: Developing Effective Print Materials for low literacy populations.
http://cancer.gov/cancerinformation/clearandsimple

IV. CULTURAL COMPETENCY
Session Four 12:45 – 2:30 Sunday January 16, 2005
Literacy / Readability


E- reserves
Julie A. Gazmararian, MPH, PhD; David W. Baker, MD, MPH; Mark V. Williams, MD; et al Health Literacy Among Medicare Enrollees in a Managed Care Organization JAMA. 1999;281:545-551. Available at : http://jama.ama-assn.org/cgi/content/full/281/6/545
Wilson,JF The Crucial Link between Literacy and Health Annals of Internal Medicine 18 November 2003[,] Volume 139, Issue 10[,] Pages 875-878 available at http://www.annals.org/cgi/content/full/139/10/875

V. INTRODUCTION TO INTERNET
Session Five 8:30 – 10:15 Saturday February 12, 2005
Internet Utilization / Creating Internet Communications for Health
E-reserves
Fox, Susannah and Fallows Deborah D Pew Internet and American Life, at http://www.pewinternet.org
Gretchen K. Berland; Marc N. Elliott; Leo S. Morales et al.; Health Information on the Internet: Accessibility, Quality, and Readability in English and Spanish JAMA. 2001;285:2612-2621. at http://jama.ama-assn.org/cgi/content/full/285/20/2612
At http://bmj.bmjournals.com/cgi/content/full/324/7337/573

http://www.biomedcentral.com/1472-6947/3/1

VI. EVALUATING THE INTERNET
Session Six 12:45 – 2:30 Saturday February 12, 2005
Critical view of health communications on the internet

E-reserves
Paul Kim, Thomas R Eng, Mary Jo Deering, and Andrew Maxfield Published criteria for evaluating health related web sites: review BMJ 1999; 318: 647-649.
http://bmj.bmjournals.com/cgi/content/full/318/7184/647
Anna Gagliardi and Alejandro R Jadad Examination of instruments used to rate quality of health information on the internet: chronicle of a voyage with an unclear destination BMJ, Mar 2002; 324: 569 - 573. at http://bmj.bmjournals.com/cgi/content/full/324/7337/569
Chiara Pandolfini and Maurizio Bonati Follow up of quality of public oriented health information on the world wide web: systematic re-evaluation BMJ, Mar 2002; 324: 582 - 583. http://bmj.bmjournals.com/cgi/content/full/324/7337/582
http://hpp.sagepub.com/cgi/content/abstract/4/3/278

http://www.theannals.com/cgi/content/full/37/11/1577

VII. The Print Media
Session Seven 8:30 – 10:15 Sunday February 13, 2005
Tried and true - the print media - writing and producing: brochures, fliers, newsletters, etc

RDR Frost MH Thompson, R, and Thiemann KB Importance of Format and Design in Print Patient Information Cancer Practice 7(1) 22-27, Jan/Feb 1999.

E-reserves
http://her.oupjournals.org/cgi/content/full/14/4/555

VIII. TAILORING AND TARGETTING
Session Eight 12:45 – 2:30 Sunday February 13, 2005
Computers X Print


E-reserves
http://www.jmir.org/2003/3/e20/

http://www.ajcn.org/cgi/content/full/77/4/1028S
IX. INTERACTIVE MULTIMEDIA FORMATS
Session Nine  8:30 – 10:15                   Saturday March 12, 2005
Multimedia presentational formats - creating interactive health education media formats.

RDR Kahn G. 1993 Computer Based Patient Education MD Computing (10 (2) 93-98.

X. EVALUATING INTERACTIVE MULTIMEDIA FORMATS
Session Ten    12:45 – 2:30                    Saturday March 12, 2005
Evaluating effectiveness of interactive multimedia -

Prochaska JJ Zabinskki Calfas Sallis, Patrick PACE +Interactive Communication Technology for Behavior Change in Clinical Settings Am Jo Prev Medicine 19(2) 127-131, 2000
http://www.sciencedirect.com/science?_ob=ArticleURL&_udi=B6VHT-40T9H0N-B&_user=4423&_handle=B-WA-A-W-AB-MsSAYWA-UUA-AAUCCCWEC-AAUBABBUEC-YUZZEUZCC-AB_U&_fmt=full&_coverDate=08%2F31%2F2000&_rdoc=10&_orig=browse&_srch=%23toc%236075%232000%231999809997%233203977!&_cdi=6075&view=c&_acct=C000059605&_version=1&_urlVersion=0&_userid=4423&md5=c6acdffa8dd12c2cb17a3cf4a6ededa

http://pediatrics.aappublications.org/cgi/content/full/106/1/S1/210


XI. VIDEO AND DOCUMENTARY FORMATS
Session Eleven  8:30 – 10:15                   Sunday March 13, 2005
Digital recording and editing possibilities.

Documentaries.. pp 111-119 in Berger, A. Scripts Sage, 1990
Examples of Documentary script formats

XII. CLASS PRESENTATIONS
Session Twelve  12:45 – 2:30                   Sunday March 13, 2005
Presentations of final project materials to class.