

COMM 480: Health Communication II

(Course #17506)

Tu, Th 12:30-1:45 PM (IACC 114)

North Dakota State University

Spring 2011

Instructor: Nan Yu, Ph.D.

Office: EHL Y 202

Office Hours: Friday 9-11 am, or by appointment

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Course Description/Objectives:

This course explores such topics as health information in media, health campaigns, health PR, health literacy, health message strategies, and telemedicine.

The primary objective for the class is for students to gain a thorough understanding of the entire health campaign process: everything from strategy, planning, and research to media, creative development, and budgeting. In particular, if the teams work hard, by the end of the course, students have a campaign book that will be a great tool for job interviews after graduation.

Grading:

✓ Class Participation	20pts (5%)
✓ Health Campaign Project	280pts (70%)
✓ Exams	100pts (25%)

A=360-400 pts (90%+)

B=320-359 pts (80-89%)

C=280-319 pts (70-79%)

D=240-279 pts (60-69%)

F=Below 239 pts (below 59%)

Required Student Resources:

- Textbook: Schiavo, R. (2007). *Health communication: From theory to practice*. San Francisco, CA: Jossey-Bass.

Class Participation (20 pts, 5%): Students are expected to attend and be prepared for class. There are assignments due for class and in-class assignments as well as lectures not found in the texts. If you know you will be gone for a scheduled class meeting, please make arrangements to turn in your assignments in advance so that you will not fall behind.

You will lose 1 point of your score if you miss an additional class without a verifiable excuse. Verifiable excuses normally include:

- (1) A student is attending a university sanctioned activity where prior notice has been provided (i.e., sports, music tour, etc.).
- (2) A student's illness is verified in writing by a doctor.
- (3) A student encounters an emergency with documentation provided through his/her advisor or other appropriate authority.

Five points out of the 20 participation points come out a short essay of self-introduction.

Health Campaign Project (280 pts, 70%): You will work as a team and complete a campaign book regarding a health problem in our community. You will be assigned to work in a team based on your talents and interests. All students will involve the first two parts of the projects:

- 1) ***Situation Analysis (50 pts, 12.5%):*** Analyzing the current situations of the health risks/possible solutions/existing policies...etc.
- 2) ***Primary Research (75 pts, 18.75%):*** Understand peoples' knowledge, attitudes toward the health issue.

Once the research part is completed, students will be divided into two teams and finish part 3 and part 4 of the project:

- 3) ***Creative Work (75 pts, 18.75%):*** the creative team is responsible for the layout of the campaigns book, copywriting, developing creative (print, Web, non-traditional media, etc.), and refining creative strategy.
- 4) ***Media Analysis (75 pts, 18.75%):*** the media-analysis team is responsible for analyzing the media, cost, and completing a media planning report. This team also helps to finalize writing part for the campaign book.

The rest of the points of health campaign project are coming from 1) ***Team charter (20 pts, 5%);***

2) ***Peer Evaluation (60 pts, 15%).***

Exam(100 pts, 25%): One exam will be given at the end of the semester which tests your understanding of your class lectures/texts.

Statements:

- **Americans with disabilities statement about students with special needs:** NDSU welcomes students with disabilities into the University's educational programs. Any students with disabilities or other special needs, who need special accommodations in this course are invited to share these concerns or requests with the instructor as soon as possible.

- **Approved academic honesty statement: All work in this course must be completed in a manner consistent with [NDSU University Senate Policy, Section 335: Code of Academic Responsibility and Conduct](http://www.ndsu.edu/policy/335.htm).** (<http://www.ndsu.edu/policy/335.htm>)

Course Schedule: *We will adhere as closely as possible to the class schedule as indicated in the syllabus. However, there are situations, which sometimes prompt us to move ahead, lag behind or be diverted.*

W1	1/11	Introduction/Syllabus (<i>Self Intro Due 1/12</i>)
	1/13	Cass County Healthy People Initiative/Project Discussion
W2	1/18	Defining Health Communication pp. 3-21 (<i>Team Charter Due</i>)
	1/20	Theory-Health Communication in Public Health pp. 23-29
W3	1/25	Theory-Diffusion of Innovation/Health Belief Model pp. 32-38
	1/27	<i>Campaign Project Work Day (Campaign Project-Part 1 Due)</i>
W4	2/1	Theory-Social Cognitive Theory/Ideation pp. 39-41
	2/3	Theory-Convergence Theory/Transtheoretical Model pp.41-44
W5	2/8	Theory-Persuasion/Cultivation pp. 44-46
	2/10	Method – Situation Analysis/Audience Profile
W6	2/15	Method – Survey
	2/17	Method-Focus Group/In-depth Interviews
W7	2/22	<i>Campaign Project Work Day</i>
	2/24	Issues – Health Disparities/Patient Empowerment pp. 57-59
W8	3/1	Issues – Prevention/E-health pp.59-62
	3/3	Issues – Low Health Literacy/Communicable Diseases pp.63-69
W9	3/8	<i>Campaign Project Work Day</i>
	3/10	<i>Campaign Project Work Day (Campaign Project Part 2 Due)</i>
Spring Break 3/14-3/18		
W11	3/22	Issues – Different understanding of Health and Illness pp.71-87
	3/24	Public Relations Functions in Health Care pp.121-132
W12	3/29	The power of mass media/Key Elements of PR programs pp.132-145
	3/31	<i>Campaign Project-Work Day</i>
W13	4/5	<i>Campaign Project-Work Day</i>
	4/7	Professional Medical Communication pp.175-195
W14	4/12	Health Communication Planning pp.215-235
	4/14	Evaluating a health communication program pp.337-349
W15	4/19	<i>Campaign Project-Work Day</i>
	4/21	<i>Campaign Project-Work Day (Project Part 3 and Part 4 Due)</i>
W16	4/26	<i>Campaign Project-Work Day</i>
	4/28	<i>Campaign Project-Work Day</i>
W17	5/3 and 5/5	Dead Week--Final Exam 5/5
W18	5/10	<i>Campaign Book Due</i>