



CPH 642: Public Health Communications SYLLABUS

Fall 2010

Credit Hours: 3

Time: Tuesdays 10:00 – 12:50 pm

Location: Drachman Hall A112

Instructors: Joe K. Gerald, MD, PhD
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Office Hours: By appointment or drop-in as available

Course Description: This course emphasizes effective communication with public health stakeholders including students, scientists, news media, community leaders and the public. Preparation for future a faculty role includes course planning, classroom teaching, student assessment and mentoring.

Course Prerequisites: Admission to the DrPH Program or permission of instructor

Course Learning Objectives: Upon completion of this course students will be able to:

- Compare and contrast the major theories of health communication at the individual and population level.
- Describe the strengths and weaknesses of various approaches to developing disease prevention and treatment messages for communicable diseases, chronic medical conditions, and lifestyle-behavior change.
- Describe the history of public health communication as it relates to the major or iconic health problems within public health.
- Define and describe the major mediums of public health communication and their role in dissemination of health messages.
- Describe the major public health media campaigns of the 20th century and their degree of success.
- Define and describe the key features of a successful social marketing campaign.
- Describe successful strategies to engage mass media including performing written and live interviews.

Course Notes: Reading assignments and course materials will be made available on the course web-site at <http://d2l.arizona.edu>.

Recommended Texts/Readings: Given the diversity of material covered, no textbook is required. Individual reading assignments to augment the lecture/discussion will be made available on the course web-site. Students are also expected to independently identify appropriate resource materials as needed.

Course Requirements: To successfully complete this course, students must demonstrate the ability to:

- Independently gather, analyze and synthesize information from multiple sources in order to develop a focused health communication campaign.
- Constructively engage colleagues in discussions that foster greater understanding of public health challenges in general and of health communication challenges in particular.
- Effectively communicate understanding of and interrelationships among key concepts within the domain of health communication (orally and in writing).

Assignment Descriptions:

In-class presentations/discussion groups: each student will be responsible for leading either individually or as a group 4 class discussion during the semester. At the beginning of the semester, each student will select to focus on one important public health problem within one of the following three domains: communicable disease, lifestyle/behavior change, or traditional medical disease. Over the course of the semester, the student (or group) will give 4 presentations or discussions that address (1) the history of that condition, (2) the most relevant health communication theories pertaining to that condition, (3) the major public health campaigns related to that condition and (4) results of empiric studies of the chosen campaigns. Each discussion will last approximately 1 hour. The student (group) is also responsible for identifying and providing relevant learning materials (articles, reports, videos, etc.)

Book report: each student will be required to read at least one general non-fiction book that describes from either the patient perspective or provider perspective their experiences with the chosen condition identified above. The report should summarize the patient or provider's perspective on that disease/condition in the historical context of the disease. In addition, the report should discuss how the patient's/provider's perspective was influenced by public health communication campaigns and/or communication theory. The assignment should be no more than 3000 words (~12-15 pages double-spaced). References should be included using APA style.

Major paper: each student (or group) will be required to complete a major course paper that summarizes the 4 in-class discussions of their chosen condition. The 4 major sections are (1) history (2) theory (3) public health campaigns and (4) empiric testing. Additionally the paper should include how the class discussions changed/shaped your understanding of the areas above. Lastly, there should be a succinct concluding section that examines the future challenges/opportunities to using public health campaigns to mediate the impact of the chosen health condition on society. The assignment should be no more than 5000 words (~20-25 pages double-spaced). References should be included using APA style.

Class Participation: Course goals will be achieved primarily through activity-based, group learning; therefore, active and effective individual participation is required. Individual students will be evaluated on the amount, appropriateness and effectiveness of their participation in class.

Grading/Student Evaluation: the course grade will be determined as follows:

Assignments		Grading Scale
Discussion: History	25 pts	A≥ 89.5%
Discussion: Theory	25 pts	B≥ 79.5%
Discussion: Campaigns	25 pts	C≥ 69.5%
Discussion: Empiric Testing	25 pts	D≥ 64.5%
Book report	50 pts	E< 64.5%
Major Paper	100 pts	
Total:	250 pts	

Class Attendance/Participation: All holidays or special events observed by organized religions will be honored for those students who show affiliation with that particular religion. Absences pre-approved by the UA Dean of Students (or Dean's designee will be honored.)

Missed Classes:

- 0: 5% addition
- 1-2: 0% deduction
- 3: 5% deduction
- 4: 10% deduction
- 5: 20% deduction
- >5: 10% additional deduction per class missed

Required Statements:

Communications: You are responsible for reading emails sent to your UA account from your professor and the announcements that are placed on the course web site. Information about readings, news events, your grades, assignments and other course related topics will be communicated to you with these electronic methods. The official policy can be found at: <http://www.registrar.arizona.edu/emailpolicy.htm>

Disability Accommodation: If you anticipate issues related to the format or requirements of this course, please meet with me. I would like us to discuss ways to ensure your full participation in the course. If you determine that formal, disability-related accommodations are necessary, it is very important that you be registered with Disability Resources (621-3268; drc.arizona.edu) and notify me of your eligibility for reasonable accommodations. We can then plan how best to coordinate your accommodations. The official policy can be found at: <http://catalog.arizona.edu/2008%2D09/policies/disability.htm>

Academic Integrity: All UA students are responsible for upholding the University of Arizona Code of Academic Integrity, available through the office of the Dean of Students and online: The official policy found at: <http://dos.web.arizona.edu/uapolicies/scc5308abcd.html> and <http://dos.web.arizona.edu/uapolicies/cai1.html>.

Classroom Behavior: Students are expected to be familiar with the UA Policy on Disruptive Behavior in an Instructional Setting found at <http://web.arizona.edu/~policy/disruptive.pdf> and the Policy on Threatening Behavior by Students found at <http://web.arizona.edu/~policy/threatening.pdf>

Grievance Policy: Should a student feel he or she has been treated unfairly, there are a number of resources available. With few exceptions, students should first attempt to resolve difficulties informally by bringing those concerns directly to the person responsible for the action, or with the

student's graduate advisor, Assistant Dean for Student and Alumni Affairs, department head, or the immediate supervisor of the person responsible for the action. If the problem cannot be resolved informally, the student may file a formal grievance using the [Graduate College Grievance Policy](#) found at

Grade Appeal Policy: <http://catalog.arizona.edu/2008%2D09/policies/gradappeal.htm>

Syllabus Changes: Information contained in the course syllabus, other than the grade and absence policies, may be subject to change with reasonable advance notice, as deemed appropriate.

Telephone and Computer Use: Laptops are allowed and use is governed by the following University policy [Policy Title: Acceptable Use of Computers and Networks at the University of Arizona](#). Turn your cell phones to silent or vibrate in order to not disrupt the class and disturb your fellow students and professor.

Plagiarism: What counts as plagiarism?

- Copying and pasting information from a web site or another source, and then revising it so that it sounds like your original idea.
- Doing an assignment/essay/take home test with a friend and then handing in separate assignments that contain the same ideas, language, phrases, etc.
- Quoting a passage without quotation marks or citations, so that it looks like your own.
- Paraphrasing a passage without citing it, so that it looks like your own.
- Hiring another person to do your work for you, or purchasing a paper through any of the on- or off-line sources.

Course Schedule Fall 2010

Date	Topic	Assignment Due
Aug 24	Course Overview and Expectations	
Aug 31	Overview of Health Communication Theory	
Sept 7	Guest Lecture: Lynn B. Gerald, PhD, MSPH Topic: How to Effectively Use Mentoring to Advance Your Career Time: 10-11AM Communication Mediums	
Sept 14	History of TB (Christina), Cholera (Vaira) and Childhood Obesity (Feingold)	
Sept 21	Guest Lecture: Lynda Bergsma, PhD Topic: Health Literacy Time: 10A-1PM	
Sept 28	History of Family Violence (Jirina), ETS (Molly) and Diabetes (Carmella)	
Oct 5	Communication and Health Behavior Theory Relevant to TB (Christina), Cholera (Vaira) and Childhood Obesity (Feingold)	
Oct 12	Communication and Health Behavior Theory Relevant to Family Violence (Jirina), ETS (Molly) and Diabetes (Carmella)	
Oct 19	Guest lecture: Nicky Teufel-Shone, PhD Topic: Cross-Cultural Collaborations: Making it Work Time: 10AM-11AM Guest lecture: Alison Hughes, MPA Topic: Communicating Effectively to Policy Makers Time: 12PM-1PM	Book Report
Oct 26	Public Health Campaigns related to TB (Christina), Cholera (Vaira) and Childhood Obesity (Feingold)	
Nov 2	Public Health Campaigns related to Family Violence (Jirina), ETS (Molly) and Diabetes (Carmella)	
Nov 9	Guest Lecture: Lynda Bergsma, Phd Topic: Social Marketing Time: 10A-1PM	
Nov 16	Empiric evidence to support public health campaigns related to TB (Christina), Cholera (Vaira) and Childhood Obesity (Feingold)	
Nov 23	Empiric evidence to support public health campaigns related to Family Violence (Jirina), ETS (Molly) and Diabetes (Carmella)	
Nov 30	Guest lecture: Ernie Schloss, PhD Topic: Conflict Resolution Time: 10A-11AM	

Dec 1	Guest lecture: Cecilia Rosales, MD Topic: Developing Cross-Border Collaborations Time: 10A-11AM	Major Paper