

COMM 3040/001 Health Communication
3 credit hours, Spring 2014
T/R, 1-2:15 pm, Room 132

Instructor Information:

Dr. Laura Beth Daws * ldaws@spsu.edu (**the best way to reach me!**) * educate.spsu.edu/ldaws
Twitter: @lbdaws * **Office phone:** 678-915-7208 (voice only) **Cell (voice/text & preferred phone number):** 678-250-DAWS (3297). *NOTE: this is a Google Voice number that I will respond to regularly on weekdays from 8 am-5 pm. Voicemails and texts received before/after that will be handled on the next business day.*

Office Hours: J318. Mondays & Wednesdays, 12-1 pm; Tuesdays & Thursdays, 2:15-4 pm. Available other times by appointment. *(Please come by anytime my door is open if you have questions, concerns or just to say “hi!” If you need advising or have a more serious issue for which you need my undivided attention, though, please schedule an appointment with me. That way, you get priority in my schedule!)*

Textbook: du Pre', A. (2014). *Communicating about health: Current issues and perspectives, 4th edition*. New York: Oxford University Press. ISBN: 978-0-19-999027-6

Other readings: Additional readings will be assigned throughout the semester. You can expect to read additional book chapters, case studies, and articles from the Internet to supplement the textbook material. All additional readings are available via D2L.

Course Description as stated in the SPSU Catalog:

This course will focus on the essential role communication plays in health promotion and disease prevention. Strategies used to influence both individuals and communities when making health care decisions will be examined, and the students will become familiar with the communication processes used in managing individual and community health and health care programs. Specifically, theoretical frameworks and communication techniques will be examined that promote health. In addition, students will gain an understanding of health communication concepts, research, and practice. Topics discussed in this course include health literacy, physician to patient communication, effective public health messages and mass media campaigns, social support, self-disclosure, health education, and risk and emergency communication. **Course Prerequisite:** ENGL1102.

Course Objectives/Learning Outcomes:

- define health communication, and articulate a knowledge of the area's history, importance, and context in the Communication literature
- explain the relationship between effective communication practices and health promotion
- understand the relationship between media and public health campaigns
- apply theoretical concepts to real-life health communication situations

- understand the importance of social support in a variety of health communication contexts
- explain health communication's relevance in the greater context of risk and crisis communication

Attendance Policy:

Attendance is expected each class period. You earn participation points for attending class. Under no circumstances may you make up participation points if you miss a class. To accommodate for times when you might not be able to avoid missing a class, I will drop your three lowest participation grades at the end of the semester.

Late Work:

Don't say I didn't warn you: I'm a stickler for turning things in on time. **I do not accept late work**, except in the case of a documented excused absence (death in the family, car accident with accident report, etc.). Written assignments are due at the beginning of class – 1:00 pm. I will accept assignments up until 11:59 pm on the day they are due, with a 10% late penalty assessed on your grade. The D2L Dropbox will close at 11:59 pm on the day assignments are due; work not submitted by that time will be given a grade of 0 except in the case of an excused absence.

Classroom Policies/General Decorum Issues:

- Part of my job is to help you learn how to communicate in a variety of contexts. If you use email as a channel to send your message to me, then you should treat every email as a chance to practice professional written communication skills, and I expect you to adhere to standard conventions of grammar, spelling and language when writing emails to me and other instructors at SPSU. I will correct grammar, spelling and punctuation in your emails just like I would correct them in a written assignment. This is a class in communication, after all, and I'd hate to know you left my class thinking it was acceptable to contact potential employers, bosses, or other professionals with sloppy emails!
- Texting during class is rude and distracting; if you must communicate via cell phone during class hours, please walk out of the room to do so. Do not be surprised if I ask you to leave class after you've been caught texting in my class on more than one occasion.
- If you would like to use a laptop or iPad to take notes in this course, that's fine – as long as you disable your wireless connectivity so you won't be tempted to browse the Internet during class time or use the technological device to distract others. I reserve the right to ask you to cease use of electronic note taking devices if they become distracting to yourself or others.
- Class discussions should facilitate an open exchange of ideas. Debates should be healthy, and each individual should be respectful of others' opinions. Hate speech, or racist, sexist, ageist, or homophobic comments are not allowed.
- All written assignments must be submitted via D2L Dropbox. Deadlines will be announced as assignments are due.

- **Plagiarism can result in failure of the course.** In this class, you are rewarded for correctly citing information, and severely punished for failing to credit where your ideas came from. If you are ever uncertain, ask me ahead of time.

ADA Procedures: Southern Polytechnic State University is committed to providing an educational environment that is accessible to all students. In accordance with this policy, students in need of accommodations due to a disability should contact the [Dean for Special Student Services](#) for verification and determination of reasonable accommodations as soon as possible after admission to the University, or at the beginning of each semester.

In Case Of Emergency, Weather Crises, Impending Apocalypse, Zombie Attacks, etc.

If you haven't done so already, please sign up for Hornet Alert by going to www.spsu.edu/hornetalert. This is SPSU's way of communicating with you in the event of a crisis/emergency that impacts campus (such as class cancellations due to weather). If I have to miss class unexpectedly (it RARELY happens), I will alert you via D2L – so it's not a bad idea to check in there before class starts.

Grades & Assignments:

Course assignments are designed with two goals in mind. First: assignments are designed to fulfill the course learning objectives. Second: assignments ideally will help you generate really well-done, professional pieces for inclusion in your capstone portfolio. Assignments will test and strengthen your ability to write (I have a bias towards the written over visual) but also encourage you to use your skills learned in graphic design, video production and imaging/photography.

<u>Graded Work:</u>	<u>Value:</u>
Participation	125
Quizzes	100
Blog	250
Midterm Paper	75
Midterm Paper Presentation	25
Health Message Discussion 2 x 25 each	50
Final Project	150
Final Project Presentation	25

Total Maximum Points: 800 Grade Scale: 720-800 points: A. 640-719 points: B. 560-639 points: C. 480-559 points: D. 479 points and below: F.

Below are summaries of graded assignments. Detailed grading rubrics will be provided on D2L and covered in class before assignments are due.

Participation – 125 points. (28 total class meetings not including first day or midterm presentation day) Participation points will be determined not only by your presence in class, but by the frequency and quality of your in-class comments. This class will be largely discussion-

based, so your input will be required. You can earn up to 5 points each day for your participation. Being present on time and actively participating will earn you 5 points. Being tardy to class or leaving early will earn you 3 points. Being absent will earn you 0 points. Under no circumstances may you make up participation points. However, to accommodate for those days when you have to miss class unexpectedly, I will drop your three lowest participation grades at the end of the semester. And, as a bonus, if you have perfect attendance, you get to keep those extra points!

Quizzes – 100 points. To ensure you're keeping up with the course readings, you will be required to complete 10 quizzes that cover what you're supposed to read before coming to class. Quizzes will all be taken via D2L, and they are all due 1 hour before class begins. There will be no makeup quizzes given; all quizzes are already announced in the syllabus.

Blog – 250 points, 10 posts at 25 points each. To help me evaluate your ability to understand the material we cover in class, you'll create a blog that discusses various issues in health communication. Each blog post will be at least 250 words, and should include a citation of a source as well as some sort of link, picture, video or example to support your post. Topics will be provided on D2L at least one week in advance of the blog.

Health News/Message Discussion – 50 points (2 at 25 points each). To help connect our course material to what's happening in the outside world, you'll have the chance to lead us in a discussion about health in the news or health messages in media. Twice during the semester, you'll be assigned to show us an example of a health message or discuss something that's related to health in the news, and lead the class in a short discussion about it. Discussion guidelines will be available on D2L. Include discussion of whether it's theory-driven or not, effectiveness, target market, etc. Will help give us examples – both good and bad – of what to do for your final group project. This will take up the first 15 minutes of class on several different class days. You will be required to turn in a typed outline of your discussion points for the day for evaluation; those will be submitted to the D2L Dropbox 1 hour before class begins.

Midterm paper – 75 points. Your midterm research paper will require you to write about and apply a concept or theory in the text. This research paper should be 4-5 pages and include a minimum of 5 peer-reviewed sources. The paper should be written in APA 6th edition format.

Presentation of Midterm Paper: 25 points. Once your paper is finished, we'll take a day in class to discuss what you wrote about and what you learned. Presentations will be 8-10 minutes and will include a question/answer session.

Final Project. 150 total points; may be divided into outline/bibliography/draft/pieces along the way. We'll finalize the specifics of your final project after we get into the semester and discuss your interests in health communication. However, this project will be a team or group project, and it will require you to develop some sort of health-related message for an external audience.

Group project presentation: 25 points. Presentation of the final projects will take place on the final exam day, which will be announced by SPSU later in the semester.

Tentative Class Schedule
Topics of Discussion/Dates Subject to Change

Date	Topic/Readings	Assignments Due
Jan 7	Welcome to class/Introductions/Overview/ How to Create a Blog	
Jan 9	Chapter 1 & 2: Introduction, History/Current Issues in Health Communication	Quiz 1: Chapters 1 & 2
Jan 14	Chapter 3: Patient-Caregiver Communication	Blog 1
Jan 16	Chapter 4: Patient Perspectives	Quiz 2: Chapter 3 & 4
Jan 21	Chapter 5: Caregiver Perspectives	Health Critique 1 Blog 2
Jan 23	Chapter 8: Social Support	
Jan 28	Chapter 8: Social Support continued w/additional readings	Health Critique 2 Quiz 3: Ch. 5, 8 & readings
Jan 30	Chapter 6: Diversity in Health Care	Blog 3
Feb 4	Chapter 6: Diversity in Health Care	Health Critique 3 Quiz 4: Chapters 6 & 7
Feb 6	Chapter 7: Cultural Conceptions	Blog 4
Feb 11	Ethics in Health Communication (readings TBA)	Health Critique 4 Quiz 5: Ethics readings
Feb 13	Ethics in Health Communication (readings TBA)	Blog 5
Feb 18	Paper Workshop in class (bring laptops!)	Health Critique 5
Feb 20	Presentation of Midterm Paper MIDTERM DATE	Midterm Paper Due
Feb 25	LAST DAY TO WITHDRAW WITH W Chapter 13: Planning Health Campaigns	Health Critique 6 Quiz 6: Chapter 13
Feb 27	Chapter 13: Planning Health Campaigns	Blog 6
Mar 4-6	SPRING BREAK! NO CLASSES!	
Mar 11	Chapter 14: Designing/Implementing Health Campaigns	Health Critique 7 Quiz 7: Chapter 14
Mar 13	Guest Speaker: health campaigns	
Mar 18	Chapter 11: Health Images in Media	Health Critique 8 Quiz 8: Ch. 11 & readings
Mar 20	Chapter 11: Health Images in Media (additional reading TBA)	Blog 7
Mar 25	Chapter 12: Public Health Crises	Health Critique 9 Quiz 9: Chapter 12
Mar 27	Chapter 12: Public Health Crises	Health Critique 10

April 1	Guest Speaker: risk & crisis communication	
April 3	Chapter 9: eHealth, mHealth	Blog 8
April 8	Chapter 10: Health Care Administration	Health Critique 11
April 10	Guest Speaker: eHealth or health care admin	
April 15	Critical Studies in Health Comm, reading TBA	Health Critique 12 Quiz 10: Critical Studies readings
April 17	Critical Studies in Health Comm, reading TBA	Blog 9
April 22	Group Workday in class	
April 24	SIR Completion/Group Workday	Blog 10
FINAL TBA	Group Presentations	Final Project Due; Presentations of Group Projects