

Registered students please go here for the most recent syllabus, readings and assignments:  
<https://hserv.washington.edu/courses/course/view.php?id=126>

**Sample Syllabus Summary:**

**The assignments and readings are from the Quarter listed. They will most likely change – use as an example ONLY.**

***Syllabus and Assignments***

**HSERV 504: Health Communication**

**Department of Health Services  
Extended MPH Degree Program  
School of Public Health and Community Medicine  
University of Washington**

**Summer/Autumn Quarters 2007**

***To be successful in education, we need a good sense of history, humility,  
and a deep respect for the people with whom we work.***

**-Paulo Freire, Brazilian Educator, 1988**

**I. Instructors**

**Primary Instructor: Ann Downer, EdD, Senior Lecturer**

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**Guest Lecturer: Karen Hartfield, MPH, Lecturer**

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**II. Course Description**

**Course Web site:** <https://hserv.washington.edu/courses/course/view.php?id=126>

This partial distance course provides an overview of the theory and practice of designing, producing and evaluating public health communication campaigns/programs. Communication campaigns/programs are broadly defined as planned health communication interventions. The most effective of these combine multiple intervention approaches for achieving objectives. The course is

designed to help public health professionals to apply sound judgment when making decisions about how to communicate effectively with the public. The course includes theoretical and practical content on: persuasive approaches to group and individual change; audience, message, and channel factors in campaign development; and measurement of campaign impacts. Communication approaches such as mass media, social marketing, risk communication and entertainment education are discussed, and the ethical dimensions of contemporary issues such as direct-to-consumer marketing are explored. Participants will complete this course with a greater capacity for critical judgment about the use of communication strategies for achieving public health goals. See *Section III: Course Format* for the schedule.

### **Overall Course Objectives**

Participants completing the course will be able to:

1. **apply** a planning model to the design of a communication campaign;
2. **incorporate** key components of effective health communication into a campaign;
3. **select and justify** use of a theoretical framework to support campaign decisions;
4. **design** audience research methods;
5. **link** decisions about communication channels and messages to audience characteristics;
6. **identify and examine** contemporary and ethical issues in health communication;
7. **distinguish** among process, impact, and outcome objectives and evaluation methods for each; and
8. **defend a decision** to use entertainment education, risk communication, social marketing, media advocacy, interpersonal, small or mass media and/or another communication approaches for advancing a public health agenda.

### **Required Reading:**

#### **Booklet**

(order or download from <http://cancer.gov/pinkbook>):

US Department of Health and Human Services. National Cancer Institute. [Pink Book: Making Health Communication Programs Work](#). Bethesda, MD: Office of Cancer Communications, 2002.

#### **Additional Reading**

Daily and weekly reading assignments posted on the course website or sent via email.

The course objectives are accomplished in five ways:

#### **1. In-class modules:**

There are eight required in-class modules in 2007. The first six will begin on Monday, June 18<sup>th</sup> and end on Friday, June 29<sup>th</sup>. Classes meet every M, W, F from 8:30 – 11:00 AM. An additional in-class module is scheduled for Friday, October 12<sup>th</sup> and the final in-class module on Saturday, December 1<sup>st</sup>. Please schedule your time so that you are able to attend all in-class sessions. Rooms will be announced closer to these dates.

#### **2. Distance learning modules:**

There are three distance-learning modules accessible from the course website in 2007. They cover distinct health communication strategies. You are responsible for completing the activities and

assignments for each on-line module prior to proceeding to subsequent on-line modules. Each distance module requires participation in the online discussion board (see #4).

**3. Readings:** Readings can also be found on the course website.

### **Readings for web-based modules – refer to on-line modules**

**4. WebBoard Discussions:** There are three distance-learning modules that will be discussed via posting and responding to the discussion board on the course website. You must post your discussion board responses by specific dates that will be outlined in each module.

### **5. Final Project:**

*HSERV 504: Health Communication: Final Project Directions*

The final project requires you to work individually on a 10 page paper outlining a campaign on a topic of your choosing OR critically analyzes an existing campaign by a private or public sector agency. In either case, you will be expected to address the five phases of campaign development.

- Web-supported assignments will prompt you to make progress on this paper. In addition to web-based work, you will submit written documents throughout the term.

Please be aware that the instructor will not accept papers beyond the deadline without deducting points from the overall grade.

### **IV. Grading**

There are three main requirements for the course. They include:

- (1) **Informed and active participation**
- (2) **On-line discussion participation**
- (3) **Satisfactory completion**