

Montgomery County Community College
PBH 102
Communication in Public Health
3-3-0

COURSE DESCRIPTION:

In this course the critical role of communication within public health is explored. The application of health communication theory to practice including risk communication, health literacy, and cross-cultural issues are examined. Using evidence-based thinking, a foundational understanding of theoretical and applied considerations in developing communication strategies designed to impact health and health behavior is developed.

REQUISITES:*Previous Course Requirements*

- PBH 101 Introduction to Public Health
- SPC 110 Speech Communication, SPC 111 Introduction to Speech Communication: Cross-Cultural Emphasis or SPC 120 Public Speaking

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Articulate the role that communication plays within the public health field.	Lecture Text Book Readings Online Resources Videos Case Studies Class Discussion Written Assignments Student Presentations	Written Examinations Student Projects and Presentations
2. Describe what theories are used in public health communication development	Lecture Text Book Readings Case Studies Class Discussion Written Assignments Student Presentations	Written Examinations Student Projects and Presentations Term Paper

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Apply public health communication strategies.	Lecture Case Studies Text Book Readings Online Resources Videos Class Discussion Written Assignments Student Presentations	Written Examinations Student Projects and Presentations Term Paper
1. Discuss cultural competency, and ethical and responsible public health communication.	Case Studies Class Discussion Written Assignments Student Presentations	Student Projects and Presentations
2. Evaluate learned public health and health education concepts to health communication issues.	Case Studies Class Discussion Written Assignments Student Presentations	Written Examinations Student Projects and Presentations Term Paper

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of the students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Use of Health Communications
 - a. Overview of health communication: how it is used at the individual, group and community levels
2. Principles of Health Communications
 - a. Health Literacy
 - b. Culturally based communication and care
 - c. Theories, approaches, and skills related to communicating about health more effectively with people of diverse backgrounds.
 - d. Risk Perception and Risk Communications
 - e. Theories of Behavior Change and Persuasion
3. Applications of Health Communications
 - a. Group and Social Behavioral Change
 - b. Health Education for Behavioral Change
 - c. Transforming Messages into Media Vehicles
 - d. Interactive Health Communication
 - e. Managing and Evaluating a Communication Program
4. Special Settings and Populations
 - a. Communication in the Specific Settings: Healthcare- Patient provider communication

- b. Communications in Specific Setting: Schools- Health Communications as a basis for developing and changing behaviors
- c. Communication in Specific Settings: Workplace- Creating a culture of health which supports wellness programs and policies
- d. Communications with Special Populations: Children, dementia, vision or hearing impaired, etc.

LEARNING MATERIALS:

Wright, K. B., Sparks, L., & O'Hair, H.D. (2012). *Health Communication in the 21st Century* (2nd edition). Wiley-Blackwell

Other readings and/or films are also required and are selected each semester at the discretion of the instructor.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared By: Natasha A. Patterson, MPH

Date: 2/16/2015

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D

Date: 6/16/2015

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.