Health communication has relevance for virtually every aspect of health and well-being. Public health communication can be used to influence the public agenda, advocate for policies and programs, promote positive changes in the socioeconomic and physical environments and improve the delivery of public health. Students in the Health Promotion and Policy emphasis area are required to take one health communication course. **Note:** Effective FS16.

**Competencies Addressed:**

- Apply theory and strategy-based communication principles across different settings and audiences
- Examine the major ethical dilemmas faced by public health practitioners in health communication
- Understand and implement narrative strategies that facilitate the translation of scientific information for a general audience
- Understand the benefits and challenges of using digital platforms for health communication

Additional program competencies are addressed on course-by-course basis.

**Courses to pick from:**

**P_HLTH 8270 Storytelling in Public Health** – (in-person) – Become familiar with the literature and theoretical frameworks underlying the use of narrative, digital and strategic storytelling in public health and policy advocacy. Develop skills in multi-media narrative storytelling.

**P_HLTH 7800 Public Health Campaign Successes and Failures** – (online) Explains public health campaigns from assessing needs to planning and implementing interventions, as well as taking lessons from previous public health campaigns to create strategies that increase the likelihood of success and reduce the chance of failure.

**P_HLTH 8001 Strategic Health Communication** – (online & in-person) Students will gain the knowledge and skills necessary to plan, deliver and evaluate health and science information, advocate for health policy initiatives, and inform, influence, and motivate private and public audiences about health and science concerns.

**COMM 9610 Disaster, Risk, and Crisis Communication** – (check with MPH staff) Examines several lines of research from multiple disciplines that influence communication during disasters, crises, and emergencies. Explores the role of social media, media coverage of emergencies, communication and recovery, resilience, antifragility, and growth.