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. Starting fall 2016, students in the Health Promotion and Policy emphasis area are required to take one health communication course.

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:

- **Storytelling in Public Health (P_HLTH 8001)** (in-person) – *Lise Saffran* – 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.

- **Public Health Campaign Successes and Failures (P_HLTH 7800)** (online) – *Vu Nguyen* – 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.

- **Strategic Health Communication (P_HLTH 8001)** (online or in-person) – *Jon Stemmle* – 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.

- **Disaster, Risk, and Crisis Communication (COMM 9610)** (in-person) – *Brian Houston* – 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.