COMM M23: INTRODUCTION TO HEALTH COMMUNICATION

Originator
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Co-Contributor(s)

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College
Moorpark College

Discipline (CB01A)
COMM - Communication Studies

Course Number (CB01B)
M23

Course Title (CB02)
Introduction to Health Communication

Banner/Short Title
Intro to Health Communication

Credit Type
Credit

Start Term
Fall 2022

Catalog Course Description
Introduces the theory and practice of health communication in culturally diverse settings. Explores patient-caregiver communication, the social, cultural, and political influences on healthcare access and utilization, and the role the mass media plays in disseminating healthcare information. Focuses on understanding and improving health communication among health professionals and clients and with the general public.

Taxonomy of Programs (TOP) Code (CB03)
1506.00 - Speech Communication

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
B (Transferable to CSU only)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
E - Non-Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)
Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
Will not be required

Grading method
(L) Letter Graded

Alternate grading methods
(O) Student Option- Letter/Pass
(P) Pass/No Pass Grading

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
52.5
Maximum Contact/In-Class Lecture Hours
52.5

Activity

Laboratory

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
52.5

Total Maximum Contact/In-Class Hours
52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
105
Maximum Outside-of-Class Hours
105

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Student Learning Outcomes (CSLOs)

	Upon satisfactory completion of the course, students will be able to:
1	demonstrate the ability to identify unique situational, social, and environmental factors that contribute to health.
2	demonstrate the ability to identify which health campaign strategies are best suited to obtain specific health outcomes and behaviors.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	articulate a critical understanding of basic theories, models, and assumptions about health communication.
2	identify potential problems and appropriate strategies in health communication in interpersonal and intercultural settings.
3	analyze the public health implications of messages conveyed by mass and social media.
4	formulate appropriate, culturally-centered, health education campaigns.
5	appreciate the ethical dilemmas inherent in the use of strategic communications designed to persuade people to change their behavior.

Course Content

Lecture/Course Content
10.00%
What is Health Communication?

15.00%
The Social Context of Health Care:
- Doctor-Patient consultations and the quality of care

- Social Relations and the patients well-being

15.00%
Images of Health and Medicine in Public Media:
- The Press, health-hype, and public understanding
- Depictions of medicine on scripted television

15.00%
Psychological Theories of Health Behavior:
- Theories of persuasion applied to health behavior
- Health literacy, fear appeals, and message framing
- Fundamentals of health surveys

15.00%
Impact of the Internet and Information Technologies:
- Internet-based health awareness campaigns
- Telecommunication interventions

15.00%
Planning and Implementing a Health Communication Program

15.00%
Cultural Contexts of Health:
- Cultural conceptions of health and illness
- Diversity among patients
- Culture and diversity in health organizations

Laboratory or Activity Content

N/A

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):
Essay exams
Objective exams
Problem-solving exams
Skills demonstrations
Other (specify)
Classroom Discussion
Projects
Participation
Reports/Papers/Journals

Other
Written examinations

Instructional Methodology

Specify the methods of instruction that may be employed in this course
Distance Education
Lecture
Other (specify)

Specify other method of instruction
Group work

Describe specific examples of the methods the instructor will use:
Instructor will present course material through lectures.

Instructor will present course material through supplemental articles and videos.

Instructor will lead class discussions on relevant course topics.

Instructor will provide detailed feedback on student presentations.

Representative Course Assignments

Writing Assignments

personal health journal that details students interaction with health messages in the media.

paper that compares and contrasts communication theories to personal experiences in the health care field.

Critical Thinking Assignments

analyze the role of culture and/or diversity in one or more health care case studies.

analyze current public health campaigns.

Reading Assignments

read case studies on doctor patient consultations

read articles on the image of health directives in popular media.

read articles on the role of cultural contexts in communicating health messages.

Outside Assignments

Representative Outside Assignments

collaboration with a small group team to develop a public service announcement promoting health.

group project designing and implementing a health campaign for campus or community group.

Articulation

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Bakersfield College	COMM B9	Health Communication	3
Ohlone College	COMM 124	Introduction to Health Communication	3
Cabrillo College	COMM 14	Health Communication	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

F2019

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type
Textbook

Description
Parvanta, Claudia, et al (2018). *Public Health Communication: Critical Tools and Strategies*. Jones and Bartlett Learning. 978-128406594

Resource Type
Textbook

Description
Schiavo, Renata (2014). *Health Communication: From Theory to Practice* (2nd). Jossey-Bass. 978-111812219

Resource Type
Textbook

Description
du Pre, Athena (2016). *Communicating About Health: Current Issues and Perspectives* (5th). Oxford UP. 978-019027568

Library Resources

Assignments requiring library resources
Research using the Library's print and online resources on such topics as health promotion through culturally sensitive healthcare provider communication.

Sufficient Library Resources exist
Yes

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (1%−50% online)
Hybrid (51%−99% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%−50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/ discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.
E-mail	Email, class announcements and tools such as "Message Students Who" and "Assignment Comments" in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.
Other DE (e.g., recorded lectures)	Faculty will use a variety of tools and media integrated within the LMS to help students reach SLO such as: Recorded Lectures, Narrated Slides, Screencasts Instructor created content MC Online Library Resources Canvas Peer Review Tool Canvas Student Groups (Assignments, Discussions) Websites and Blogs Multimedia (YouTube, Films on Demand, 3CMedia, Khan Academy, etc.)
Synchronous Dialog (e.g., online chat)	Online office hours Online group discussions
Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/ discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.
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100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/ discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.
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Examinations

Hybrid (1%–50% online) Modality
On campus
Online

Hybrid (51%–99% online) Modality
On campus
Online

Primary Minimum Qualification
COMMUNICATION STUDIES/SPEECH

Review and Approval Dates

Department Chair
12/04/2021

Dean
12/08/2021

Technical Review
11/04/2021

Curriculum Committee
02/15/2022

DTRW-I
MM/DD/YYYY

Curriculum Committee
MM/DD/YYYY

Board
MM/DD/YYYY

CCCCO
MM/DD/YYYY

Control Number
CCC000602410

DOE/accreditation approval date
MM/DD/YYYY