

Fall 2024

ADV 3420 • HEALTH COMMUNICATION

Course Basics

Instructor:

Yewande O. Addie
yewande.addie@ufl.edu

Office Hours:

By Appointment

Course Dates:

Aug 22-Dec 4

Class times:

Asynchronous

Location: Canvas

Prerequisite: Junior

standing or higher

Required Texts

(Provided in Canvas)

1. Wright, K. B., Sparks, L., & O'Hair, D. (2012). Health communication in the 21st century. ISBN 9780470672723
2. Ray, E. B. (Ed.). (2005). Health communication in practice: A case study approach. ISBN 9780805847581
3. Supplementary module readings.

Course Overview & Objectives

This course provides you with an overview of health communication in research, industry, and practice. You will have an opportunity to explore and better understand the role communication plays in health promotion, disease prevention, environmental and risk communication, media and mass communication, and technology.

You will become knowledgeable about health communication research in various areas and from different perspectives. You will also have an opportunity to explore how this course is important on a larger community level. You will learn about the importance of communication in our health care experiences on an interpersonal level (e.g., patient-physician interaction), intercultural level (e.g., divergent needs, preferences, and access based on culture), technological level (e.g., how social media impacts health & development), and on a social level (e.g., emergency responses to health risks or natural disasters).

Course Format

This course includes lectures, applied activities, and discussion. This multi-faceted learning approach is intended to assist you with your understanding of how issues related to health communication impact our lives across the life span. Thus, this class has an applied focus in that you will learn how to apply the concepts, research findings, and theories you learn to your actual life experiences. At least one day a week will be dedicated to discussing how the concepts, programs of research, social issues, and theories from your assigned reading and lectures can be applied to real-world situations. We will do this by analyzing real case studies of various health scenarios and issues. Hence, while you will examine various health communication issues and phenomena, you will also have a chance to apply this knowledge to real-life scenarios through individual reflection and discussion with your peers.

Contacting Your Instructor

Canvas Mail is my preferred contact method, but UF email is also acceptable: yewande.addie@ufl.edu

You can expect a reply within 48 hours, or sooner if you contact me on Canvas. No matter the communication mode, any and all communication you have with me or your classmates should be done so in a respectful and professional tone.

Course Participation

Your participation is heavily based on quality not quantity. It is important for you to read the material weekly, contribute insightful comments via discussions and in assignments. It is more important that your participation be relevant and insightful and draw from the course material. It is obvious when you have not read the required material, so I strongly encourage you to stay on top of all assigned readings and module content prior to completing assignments.

Group Work. Your group members will have an opportunity to evaluate your contribution to group projects. I expect that you will each participate equally and cordially. Should problems arise in your group dynamics, please set an appointment with me to discuss your concerns.

Grading and Late Policy

All assignments are due on the specified dates and late work will not be accepted. Should your work be late due to an unforeseen circumstance you must notify me within 24 hours and provide documentation proving your absence is excusable. Assignments should be submitted via proper procedure in Canvas and not emailed or included in comments section. Computer problems are typically not considered an excuse for late or no submissions.

Assignments	Points
Quiz (6 @ 25 points)	150
Discussion Posts (6 @ 50 points)	300
Applied Assignments (6 @ 100 points)	600
Exam	100
Group Project and Paper	200
Total Possible Points	1350

Final Letter Grades and %:	
A [1255/1350]	93-100%
A- [1215/1350]	90-92%
B+	87-89%
B-	83-86%
B	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	63-66%
D-	60-62%
F below	59% and

Course Assignments

- **Discussion Responses.** Each of you will complete 6 discussion entries. Questions and scenarios are posted on Canvas. You will (1) complete & upload the assigned questions, (2) post answers on the discussion board (be sure to include a copy of the question you are answering). Your assignments must be posted/uploaded by 11:59pm on the assigned deadline. Late submissions will not be accepted.

You must integrate the readings to answer the questions and cite your primary sources. You should apply relevant concepts to make sense of how communication impacts health in some way. Consider what you have seen in media, PSAs, advertising, etc. that contribute to the prompt or issue.

- **Applied Assignments.** You will complete six unique applied assignments that correspond with the assigned module materials. Entries should be posted to Canvas by 11:59pm on the assigned deadline.
- **Exams and Quizzes.** One exam and 6 quizzes will be administered. None of them will be cumulative and both assessments will include a combination of multiple-choice questions, true/false, and matching. Each exam will attempt to determine your understanding of lectures and required course materials (text or assigned readings; linked content; lectures), so be sure to review all relevant module content. **NO MAKE-UPS UNLESS EMERGENT DOCUMENTED SITUATIONS**
- **Group Project: Health Communication Campaign Plan and Paper.** In small groups, you will develop a health communication campaign plan to improve a socially relevant health communication problem that needs improvement or solving. You will present your findings and observations in a group presentation and final paper. More information about requirements will be posted on Canvas.

Your project topic must be a current socially relevant issue in our local, national, and/or international community that you want to learn more about. You will be tasked with identifying the health communication issue/problem and trying to solve that issue in some way (e.g., develop advertising materials for an ongoing health prevention campaign; identifying communication strategies for disseminating messages; segment and target new audiences with tailored promotional materials).

- This project will require to explore the current literature about your health communication issues in scholarly books, texts, and journals. You need at least 10 scholarly sources (e.g., academic or research books and journals). In addition to these 10 sources, you can also include additional popular references (e.g., magazines, local or national news releases, popular press books).
- You will present your work in a formal PowerPoint presentation and final paper. **Peer evaluations will be factored into final grade considerations.**

Papers and written assignments. APA format is required. Papers must be typed in 12-point, Times New Roman font, double-spaced, with 1-inch margins. References should be in correct APA format and work should include correct grammar, punctuation, spelling, etc. Do not rely on direct quotes from your references. You will be evaluated on your ability to understand what you have read and to synthesize ideas. As such, strive to paraphrase rather than directly quote sources. Be sure to cite appropriate sources when conveying others' ideas and findings when you paraphrase. Writing skills are one of the most important assets you will need in the workforce. I strongly encourage you to take course papers to the campus writing center as this inevitably greatly improves your writing skills.

Academic Honesty

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." [The Honor Code](#) specifies several behaviors that are in violation of this code and the possible sanctions.

Familiarize yourself with university policy regarding academic dishonesty. Such instances include not citing sources, plagiarizing published sources, copying other students' work, submitting coursework

(yours or others') from previous classes, and cheating on examinations in any manner (e.g., sharing answers). I have a zero-tolerance policy on academic integrity. The consequences include automatic course failure and possible expulsion from the university. Ignorance is not an excuse or defense. When in doubt, ask.

Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of this class. You can review UF's academic honesty guidelines in detail at: <https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module>. Any time you complete an assignment for this course you will clearly attribute the source of your information, including information obtained from organizations' Web sites or internal documents. You cannot copy anything word for word, regardless of the source without putting quotes around it and attributing the source.

Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester. Notify me at the beginning of the semester if you would like to discuss requests for special provisions.

Diversity Statement

It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed in this course, and that the diversity students bring to this class be viewed as a resource, strength, and benefit. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. For a list of UF diversity resources, [visit this website](#). It is critical that each class member show respect for views or experiences expressed in class. Please be respectful of others' emotions and be mindful of your own.

U Matter, We Care

Your well-being is important. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Course Evaluations

Students are asked to provide feedback on the quality of instruction in this course. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

Fall 2024 • Course Schedule

The following course schedule is subject to change to accommodate unforeseen circumstances. Assignment and deadline details will be available on Canvas.

ADV 3420: Health Communication

Week of Aug 19: Welcome

Week of Aug 26: Introduction to Health Communication

Week of Sept 2: Introduction to Health Communication (Continued)

Week of Sept 9: Doctor-Patient Communication

Week of Sept 16: Caregiving and Communication

Week of Sept 23: Social Support & Health

Week of Sept 30: Culture & Diversity in Healthcare

Week of Oct 7: New Technology, Mass Communication

Week of Oct 14: Risk and Crisis Communication

Week of Oct 21: Health in Media

Week of Oct 28: Planning & Implementing Health Campaigns

Week of Nov 4: Health Campaign Evaluation

Week of Nov 11: Health Campaign Group Project

Week of Nov 18: Health Campaign Group Projects

Week of Nov 25: HAPPY THANKSGIVING

Week of Dec 2: Final Group Projects Due