

Health Communication

COM4022 | 3 credits

Instructor: Diana Nagy | dnagy@ufl.edu | 352.273.1870 | 412 Rolfs Hall

Office hours: Monday and Wednesday, 7th period (1:55-2:45) and by appointment.

Course website: (Canvas) <http://lss.at.ufl.edu>

Course description: COM4022—Health Communication is a three-credit, 6000 word Gordon Rule course. This course is primarily for those students with a strong interest in health related issues. We will cover such topics as the history and current issues in health communication. We will then examine the roles of patients and caregivers, social and cultural issues, communication in health organizations and issues in public health (media, crisis, policy reform, and health promotion).

Course Texts

Communicating About Health: Current Issues and Perspectives, by Athena du Pre. 6th Edition. Oxford University Press.

The Immortal Life of Henrietta Lacks, by Rebecca Skloot. Copyright 2010. Published by Crown Publishers, a division of Random House, Inc.

These texts are available at most bookstores serving the UF Community and online. You are responsible for having access to these texts by **Sunday, Aug 28, 2022** in order to complete assignments and quizzes. **There will be NO extensions on quizzes or assignments if you do not have your texts by this date.**

Course requirements

Internet Access and your Gatorlink Email Address that you should check on a regular basis. (For any questions on this policy, please see the Computer Requirements as discussed under the General Requirements in the University catalog or UF Computer and Software Requirements on the web.), access to the Internet, and MS Word (or other word processing software that is compatible with MS Word).

Learning Objectives

This course is designed to help you understand how the health industry operates and what role you might play in it. To really understand any component of health care, you must understand how the components work together and what factors have shaped (and continue to shape) the field.

To accomplish this we will develop the ability to:

- Describe the history of medicine and health care
- Knowledgeably discuss current issues in health care

- Analyze patient-caregiver communication
- Engage in informed dialogue about ethical issues in health communication
- Describe patients' and caregivers' perspectives
- Describe cultural viewpoints about health
- Identify and discuss the types of diversity among patients and caregivers
- Define the role of social support in maintaining health and coping with illness
- Analyze the advantages and challenges of communicating about health via mobile devices, computers, and other technology
- Analyze and describe organizational issues in health communication (leadership, public relations, marketing, human resources, crisis management, and so on)
- Identify media images about health and their influence on communication
- Comment knowledgeably on health crisis communication and health care reform options
- Identify the key steps in planning, implementing, and assessing health promotion campaigns

COURSE POLICIES

ASSIGNMENT SUBMISSION: Unless otherwise indicated, assignments should be submitted through the course website by 11:55 p.m. on the due date. Do not wait until the last minute to turn in an assignment because of the possibility of technical difficulties.

LATE POLICY: Assignments not turned in on the due date are considered late. There is a seven day grace period to turn in late assignments for partial credit, after which, your work will not be accepted and you will receive a zero for that assignment. The penalty for late assignments turned in during the grace period is as follows:

- Minus 1 point per day for assignments up to 30 points.
- Minus 2 points per day for assignments from 31-100 points.
- Minus 3 points per day for assignments from 101 – 200 points.

This late policy does not apply to Chapter Quizzes. **There is no grace period nor is there any make-up policy for Chapter Quizzes.** If you miss a Chapter Quiz, you will receive a zero for that assignment. However, I will drop the lowest quiz grade when calculating the final grades.

UF POLICIES

ACCOMMODATIONS: University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<https://disability.ufl.edu/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are

not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

ACADEMIC HONOR CODE: Students are expected to uphold the Academic Honor Code published in the Undergraduate Catalog (<http://www.registrar.ufl.edu/catalog/policies/students.html>). Please become familiar with the policies of the Honor Code (<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) as all violations will be reported to the Dean of Students Office. Research misconduct, such as plagiarism or cheating, will result in an automatic failing grade for the assignment.

NETIQUETTE: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. All members are expected to follow these guidelines: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

Any requests for make-ups due to technical issues **MUST** be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You **MUST** e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> such as:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Your well-being is important to the University of Florida. 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 911**.

In response to COVID-19, the following recommendations are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones.

- If you are not vaccinated, get vaccinated. Vaccines are readily available and have been demonstrated to be safe and effective against the COVID-19 virus. Visit one.ufl.edu for screening / testing and vaccination opportunities.
- If you are sick, stay home. Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161 to be evaluated.
- Course materials will be provided to you with an excused absence, and as with any excused absence, you will be given a reasonable amount of time to make up work.

Any questions regarding the planning, administering and teaching of COM 4022 should be discussed with me individually. As needed, questions can be discussed further with Dr. [Emily Rine Butler](#), Director, Dial Center for Written & Oral Communication. Her office is located in Rolfs Hall, 402. For procedural details, please refer to the formal student complaint process <http://www.distance.ufl.edu/student-complaint-process> at UF's Distance Learning website.

COURSE ASSIGNMENTS

The course will be delivered completely online. There will be group presentations, chapter quizzes, learning activities, a film analysis, a book analysis and an Information Search (InfoSearch). There are no exams. Details regarding individual assignments will be posted on the class website that is located at <http://lss.at.ufl.edu/>.

Readings: Students are responsible for the entire text book, the “Lacks” book, as well as any other assigned readings, such as medical articles. See the course calendar for reading due dates.

COURSE GRADING

Assignment	Percent
Chapter Journals	20
Chapter Quizzes	10
Learning Activities	20
Henrietta Lacks Project	10
The Doctor - Film Analysis	10
Current Events (4 at 25 points each)	10
InfoSearch	20

Final Grades

Grading Scale (for letter grades)

93-100 %	A
90-92 %	A-
87-89 %	B+
83-86 %	B
80-82 %	B-
77-79 %	C+
73-76 %	C
70-72 %	C-
67-69 %	D+
63-66 %	D
60-62 %	D-
> 600 %	E

E1*

There will be no curving of final grades.

* Stopped attending or participating prior to end of class

For more information on grades and grading policies, please visit:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

This can be found on e-Learning (Canvas).

This syllabus and the weekly schedule are subject to change.

The current syllabus and weekly schedule can be found on e-Learning (Canvas).

A *tentative* schedule is below:

Week	Topic	Due*
1	Chapter 1 - Introduction	Introductions Current Events I
2	Chapter 2 - The Landscape for Health Communication	PubMed/Medline Training InfoSearch Topic
3	Chapter 3 - Patient-Caregiver Communication	Activity: Patient - Caregiver Communication Activity: Buzz: Caregiver Perspectives - Presentation and Discussion Lacks Book - Part I Questions Current Events II
4	Chapter 4 - Patient Perspectives	
5	Chapter 5 - Care Provider Perspectives	
6	Chapter 6 - Diversity in Health Care	Film Analysis: The Doctor The SMOG Readability Formula Lacks Book - Part II Questions Medical Article Presentation Health as Expanded Consciousness
7	Chapter 7 - Cultural Conceptions of Health and Illness	
8	Chapter 8 - Social Support, Family Caregiving, and End of Life	Comforting a Friend Current Events III
9	Chapter 9 - eHealth, mHealth, and Telemedicine	Buzz: Telemedicine Lacks Book - Part III Questions
10	Chapter 10 - Health Care Administration, Human Resources, Marketing, and PR	Health Care Organizations' Online Presence Activity: Media Literacy Lacks Book - Final Analysis Health Care Reform Debate Patch Adams Discussion
11	Chapter 11 - Health Images in the Media	
12	Chapter 12 - Public Health and Crises Communication	
13	Chapter 13 - Planning Health Promotion Campaigns	Current Events IV
14	Chapter 14 - Designing and Implementing Health Campaigns	Focus Group Exercise Health Behavior Theories:
15		Making the Link InfoSearch

* In addition to the reading, lecture, quiz, journal and discussion that accompanies each chapter.

The weekly schedule and syllabus are subject to change.
Revised: 8/16/2022