

PHE 249 : HEALTH LITERACY AND PROMOTION: MAKING THE CONNECTION TO ACTION

Transcript title

Health Literacy and Promotion

Credits

3

Grading mode

Standard letter grades

Total contact hours

30

Lecture hours

30

Recommended preparation

PHE 100.

Course Description

Explores health literacy and media processes to design effective verbal and nonverbal health communication messages for diverse audiences. Utilizes behavior change and communication theories to translate health and science data into actionable messaging. Examines culturally specific adaptations to meet the needs of diverse populations. Covers key concepts in health promotion including community assessment, data-driven decision-making, resource identification, intervention strategies, and evaluation. Emphasizes the importance of vetting information, navigating varying belief systems, and using digital platforms—including social media—to communicate health information effectively and respectfully.

Course learning outcomes

1. Communicate public health information in oral and written formats using diverse media for varied audiences and reading levels.
2. Describe different forms of communication and media and the degree to which they meet the needs of diverse audiences and contexts.
3. Apply health communication theory to the development and delivery of speech and written communication products.
4. Identify communication processes as they relate to social phenomena.
5. Illustrate the relationship between human behavior and health using relevant health communication theories.
6. Analyze social and behavioral theories to understand human behavior in health contexts.

Content outline

1. Introduction to Health Communication
2. Behavior Change Theories in Health Promotion
3. Media and Message Design
4. Understanding Human Behavior
5. Community Assessment and Data Use

6. Resource Identification and Public Health Systems
7. Designing Interventions
8. Evaluating Health Promotion Strategies
9. Communicating Across Belief Systems
10. Social Media and Digital Health Communication
11. Final Project Presentations

Required materials

None.

General education/Related instruction lists

- Human Relations
- Social Science