



THE UNIVERSITY OF ARIZONA

Mel & Enid Zuckerman
College of Public Health

**Mel and Enid Zuckerman College of Public Health
University of Arizona**

HPS 642 Public Health Communications

Catalog Description: This course emphasizes effective communication with public health stakeholders including students, scientists, news media, community leaders and the public. Preparation for a future faculty role includes course planning, classroom teaching, student assessment and mentoring. (3 units)

Course Topics:

- Communication Theory and Types of Presentations
- Graphics
- Scientific Presenting to Professional and Community Organizations
- Writing Technical Reports
- e-Communications and Legislative Briefs

Course Objectives: During this course, students will:

- Implement critical, creative, and practical thinking to create and evaluate public health communication campaigns.
- Use a broad ecological framework, design, implement, and evaluate public health communications.
- Develop and demonstrate the fundamental communication skills needed to inform and educate the general public about health issues.
- Develop and demonstrate the fundamental communication skills needed to influence the general public to adopt healthy behaviors.
- Identify and use a variety of resources and tools to develop and evaluate successful public health communications campaigns.

Learning Outcomes (Competencies Obtained): Upon completion of this course students will be able to:

1. Select communication strategies for different audiences and sectors
2. Communicate audience-appropriate public health content, both in writing and through oral presentation
3. Describe the importance of cultural competence in communicating public health content