Health Communication
COM4022 | 3 credits

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Office hours: In Office: Monday and Wednesday 7th period (1:55-2:45)
Virtual Office Hours (Health Communication only) Tuesday 9:15-10:00 am
And by appointment.

Course website: (Sakai) http://lss.at.ufl.edu

Course description: COM4022—Health Communication is a three-credit 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. 4th 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.   You are responsible for having access to these texts by Friday, August 29th, 2014 in order to complete assignments and quizzes. There will be NO extensions on quizzes or assignments if you do not have your text 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.

The 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.

UF POLICIES
ACCOMMODATIONS University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). 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 Sakai, 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

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. [Kellie W. Roberts](#), 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 team 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	Points
Questions on Chapter Readings	140
Chapter Quizzes	140
Medical Article Presentation	100
Learning activities	130
Lacks Book Questions (3 @ 30 pts)	90
Film Analysis	100
Book Analysis	100
Current Events (4 at 25 points each)	100
InfoSearch	100

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 Sakai (e-Learning).
This syllabus and the weekly schedule are subject to change.

The current syllabus and weekly schedule can be found on e-Learning (Sakai).
A tentative schedule is below:

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