



**GE 2266**  
**Health Communication**

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# Why Study This Course

There is a strong need for communicating accurate and reliable information and for promoting behavioral changes

- Self-care
- Healthcare
- Policy-making

# Why Study This Course

- To develop awareness of
  - Global and local health issues
  - Public health practices in digital age
  - Strategic communication in health domains
- To prepare students for health-related careers

# Sample Careers Related to Health Communication

- Marketing or public relations professionals working in the healthcare sector
- Journalists or editors working in the healthcare sector
- **KOL (UGC producers)**
- Communication consultant for health care providers
- Health internet website designer
- Nonprofit organization and social services management
- Patient and family advocate
- Health educator
- Pharmaceutical salesperson
- Public health campaign designer and evaluator
- Training specialist in health care organizations

# Learning Outcomes

- Describe the processes and effects of health communication and identify key issues on health beliefs and behaviors
- Discuss how communication theories and models can explain, predict and change health-related beliefs and behaviors
- Critically evaluate the effectiveness of real-life health campaigns or case studies
- Apply theories into practice by developing innovative health campaigns or designing tailored messages