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Health Promotion

Fall 2017

HCM 4910: Applied Health Communication /3 Semester Hours Fall 2017/Section 600: Online

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Eastern Illinois University
 College of Education and Professional Studies/ Department of Health Studies
 HCM 4910: Applied Health Communication /3 Semester Hours
 Fall 2017/Section 600: Online

Instructor: Lauri DeRuiter-Willems, PhD candidate
 Office: Lantz 1164
 Office Phone: 581-5761 (Dept. number)
 Email: Emails through D2L will be expected to be the main line of communication.
 Panthermail will be considered back up: ljderuiterwillems@eiu.edu
PLEASE include your course number in the subject line! (ie. HCM 4910 T/R)
 Office Hours: Monday, Wednesday 12:-12:30/1:30-2:; Tuesday, Thursday 10:-11:.. As needed by email or by appointment. Skype may be available for online students.

Text: There is no textbook for this course, but several online resources will be used as well as EIU Library databases which will be found in this course on D2L.

Course Description: An examination of applied health communication in the interpersonal, organizational, and mediated contexts. Emphasis is on higher order application of skills from different occupational perspectives.

Course Objectives (Competencies follow and are listed under course requirements.)

1. Students will explore potential health risk issues on campus or in our community. (1.4)
2. Students will assess the needs to address a health risk for a specific population. (1.6, 1.7)
3. Students will develop a health communication campaign targeting a health issue and population by developing a problem description, target audience analysis and intervention strategy. (2.1, 2.2, 2.3, 7.2)
4. Students will implement and evaluate the health communication campaign. (2.5, 3.1, 3.2, 5.1, 6.1, 7.3)

Course Requirements Additional information & details to follow.

Activity	Points	Explanation	CHES Areas of Responsibilities & Competencies **
Problem description	75	Detailed account of topic	1.2.1, 1.4, 7.1
Behavior Methods Audience Analysis	75	Justification of behavior method for audience related to topic	1.4, 1.5, 7.1
Discussions and Peer evaluations *	300 *	Weekly participation in posts, replies and conversations	1.2.3, 1.6, 2.1, 5.2, 7.2
Campaign creation	150		5.4.2, 5.4.6, 5.4.7, 5.4.8, 6.1, 7.3
Strategy Development Final Paper	100	Campaign plans, cumulative summary paper	1.6, 2.3, 2.5, 3.1, 3.2 5.1, 5.3, 5.5
Exam	100	Final exam	
Total Points	800		

Standard A,B,C,D,F grading scale (90% and above A, etc.) will be used.

* Each discussion is worth 25 points (20 for the post and 5 for peer comments/eval)

****Competencies are updated regularly and will be announced.**

Disposition: The nature of this course is to apply health communication skills to real situations. You will be interacting with your classmates and giving feedback as well as critiquing messages they have created. You will be expected to participate fully and equally with all of your peers. Unprofessional and inappropriate behavior will not be tolerated and will result in a significant reduction on grade.

Assignments: All assignments will be due electronically via D2L. Submissions will only be accepted as assigned and by the due date. Nothing will be accepted past the due date without previous arrangements being made with the instructor.

Graduate student requirements. There will be an additional graduate level project required for an additional 100 points.

Attendance: You will be expected to be “present” online **regularly** and participate in the online discussions as detailed in the discussion information in D2L.

Academic Integrity: Academic integrity - Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards.

Students with disabilities: If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call [217-581-6583](tel:217-581-6583).

The Student Success Center: Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call [217-581-6696](tel:217-581-6696), or go to 9th Street Hall, Room 1302.

Tech Support: If you need assistance with D2L, call D2L Support toll free at 1-877-325-7778. Support is available 24 hours a day, seven days a week. Email and Chat options are also available on the "My Home" page after logging in to D2L. Other D2L resources including a D2L Orientation course for students are available on the same page. For technical questions regarding other software, hardware, network issues, EIU NetID/password, or Panthermail, contact the ITS Helpdesk at 217-581-4357 during regular business hours or submit a help ticket at <https://techsupport.eiu.edu/>. If you have a question regarding course content, contact your instructor.

A word about Netiquette: https://www.eiu.edu/colsolutions/ss_netiquette.php

HCM 4910 Applied Health Communications

Fall 2017, Tentative Schedule

**Dates may change. All changes will be announced in advance.

Please refer to D2L.

MONTH	Week of	WEEK	TOPIC	ASSIGNMENT **
August	21	1	Introductions Health Comm, Worried Well, Collaboration	Discussion Readiness quiz
	28	2	Problem Description	Discussion, paper Campaign topic decisions
September	4	3	Behavior Methods	Discussion, paper
	11	4	Audience Analysis	Discussion – health literacy, cultural competence, paper
February	18	5	Social Media Communication and Marketing concepts	Discussion – social media
	25	6	Effective Campaign Development	Discussion – design, image, message
October	2	7	Cont.	
	9	8	Strategy Development	Discussion – pitch, main concept
	16	9	Creating campaigns.	Discussion
	23	10	Creating campaigns. (peer critique) Cont.	Discussion
	30	11	Creating campaign. (peer critique) Cont.	Discussion
November	6	12	Message critique	Discussion
	13	13	Final paper begins	All critique of peers messages completed.
	20	14	THANKSGIVING BREAK	THANKSGIVING BREAK
December	27	15	Final exam available	
	4	16		Final paper due
		FINALS		Exam due 12/12/17 11:59 PM

**** ASSIGNMENTS:** Assignments will be due electronically via D2L. **Submissions will only be accepted by the assigned due date unless previous arrangements, based on the university approved absence policy, have been made with the instructor.**