

AN INTRODUCTION TO HEALTH COMMUNICATION TUTORIAL TOOLKIT

This toolkit was made to help you train a group of people. You can either go through the tutorial as a group by viewing it online or you can download the PDF version of the tutorial. Both options are available on the Mary Amelia Women's Center website at <http://womenshealth.tulane.edu/pages/detail/65/tutorials>.

In addition to going through the tutorial, you can use the items in this toolkit to make the training more interactive. If you would like additional materials, or if you have questions, please email mac@tulane.edu.

Highlights:

- This tutorial defines health communication. Then it introduces the 4 main components of health communication, which are the source, the message, the channel, and the receiver. A diagram demonstrates how the components interact. Another diagram uses breastfeeding as an example, showing how you might use the health communication components to promote breastfeeding. The Healthy People 2020 objectives pertaining to health communication are stated and three tips to health communication are presented. Then the P-Process is introduced, and each step is discussed individually. The 3rd step (Development & Testing) is further demonstrated by showing how tailoring and framing can be used to develop messaging. Lastly, three challenges to health communication are discussed.

Learning Objectives:

- By the end of this tutorial, you will
 - Be able to define health communication
 - Understand the different components of communication and how they interact
 - Have the knowledge to plan a health communication program
 - Have the skills to use tailoring and framing in health communication
 - Be aware of the challenges associated with health communication

Duration:

- 43 PowerPoint slides
- Approximately 20 minutes

Chapters:

- Defining health communication
- Healthy People 2020
- The P-Process for health communication
- Tailoring and framing messages

In this toolkit, you will find:

- References
- Review Questions
- Answer Sheets
- Additional Activities

References

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Review Questions for *An Introduction to Health Communication Tutorial*

Name: _____

Date: _____

Please circle the correct answer:

1. What are the four main components of communication?
 - A. Speaker, Message, Media, and Listener
 - B. Source, Message, Channel, and Receiver
 - C. Talking, Encoding, Listening, and Decoding
 - D. Sender, Topic, Mode, and Decoder

2. In a communication model, what does “noise” include?
 - A. Background distractions that you can hear
 - B. Background distractions that you can smell
 - C. Background distractions that you can see
 - D. All of the above

3. Which of the following statements is true?
 - A. Communication interventions do not fall into a social vacuum.
 - B. It is likely that the message that is sent will be identical to the message that is received.
 - C. In communication, the original source always remains the source, and the original receiver remains the receiver.
 - D. Rapidly changing communication channels do not need to be considered when planning a communication intervention.

4. Which of the following is a step in the P-Process?
 - A. Peer Review
 - B. Publication
 - C. Strategic Design
 - D. Capacity Strengthening

5. Which of the following is included in “tailoring” a message?
 - A. Making sure the message is short
 - B. Making sure the message is relevant to the target audience
 - C. Making sure the message includes health statistics
 - D. Making sure the message is funny

Answer Sheet

1. The correct answer is B (Source, Message, Channel, and Receiver).

There have been many models of communication, but most of them include these 4 components. How they interact with each other changes from model to model.

2. The correct answer is D (all of the above).

“Noise” includes any type of background distraction, not just ones you can hear. It is important to consider any types of “noise” when planning a communication intervention because they might affect the message that is delivered to the receiver.

3. The correct answer is A (communication interventions do not fall into a social vacuum).

There are many outside influencers that affect the way a communication intervention works. For example, prior experiences might affect the way receivers feel about the health topic being promoted. Interpersonal relationships might affect the way the receiver views the source or if the receiver believes the issue is a social norm.

4. The correct answer is C (Strategic Design).

Strategic Design is the 2nd step in the P-Process, after Analysis. It involves establishing the communication objectives, developing program approaches and positioning, determining channels, drawing up an implementation plan, and developing a monitoring and evaluation plan. Answer option D (Capacity Strengthening) is not a specific step in the P-Process, but it and participation are supposed to be done at each step.

5. The correct answer is B (making sure the message is relevant to the audience).

Tailoring uses information about an individual that is gathered during analysis to make the message more personally relevant to the target audience. For example, the Be a Star breastfeeding campaign targets young moms who look up to celebrities by making breastfeeding look glamorous.

Additional Activities

1. Use the P-Process (<http://www.jhuccp.org/sites/all/files/The%20New%20P-Process.pdf>) to plan a health communication program
2. Use CDCynergy (<http://www.cdc.gov/healthcommunication/cdcynergy/cdcynergylite.html>), a tool that will assist you in developing, implementing, and evaluating an effective health communication program
3. Check out these tutorials on communication from MCH Navigator (http://navigator.mchtraining.net/?page_id=127)
4. Watch these videos on health communication
 - a. How the Communication Process Works (Alanis Business Academy)
<http://www.youtube.com/watch?v=q6u0AVn-NUM>
 - b. How Effective Healthcare Communication Contributes to Health Equity (HRSA)
<http://www.youtube.com/watch?v=dOZLf-RYvHk>