

**In the name of God**

**School of Health**

**lesson plan “Communication in health education and health promotion”**

<b>Time:</b> Saturdays, second semester 1400/1401	<b>Number and type of units:</b> 2 units including 1.5 theoretical and 0.5 practical parts
<b>Class hours:</b> 10-12	<b>Prerequisites:</b> None
<b>Class number:</b> 10	<b>Audiences:</b> Master students of health education and health promotion
	<b>Professors:</b> Dr. Hossein Ashtarian - Dr. Mehdi Mirzaei Alavijeh

**- Course Overview:**

The course of communication method in health education and health promotion in the master's course of health education is considered as one of the compulsory courses. This course seeks to help future students communicate and strengthen the better identification of different communities and communicate effectively in health education programs.

**General purpose of the lesson:**

- Familiarity of students with the concepts and principles of communication and methods of communication in communities.

**General and specific goals for each session**

**First session**

- **Lesson Title:** Definition and importance of communication and generalities of the concept of communication and communication studies
- **General educational goal:** The student should be familiar with the concept and definition of communication and its importance in this session.

**At the end of these sessions, the student will be able to:**

- Define communication from different perspectives
- Explain the elements of communication.
- Express the transmission of meaning in communication.

- Explain the definition of health communication.
- Explain the key features of a health communication.
- Describe the factors that form a health communication.
- Explain the role of health communication in public health.

### **Second session:**

- **Lesson title:** Types of communication and its elements
- **General educational goal:** The student should be acquainted with the types of communication and its elements according to the presented materials.

### **At the end of these sessions, the student will be able to:**

- Divide communication based on different criteria.
- Explain the types of intrapersonal, interpersonal, group and collective communication.
- Describe verbal and non-verbal communication.
- Explain the elements of verbal messages.
- Explain natural, visual and conventional signs.
- Explain how to present the message.
- Describe the code composition - content and presentation.
- Describe intention, awareness and meaning in non-verbal communication.
- Explain sending and reviewing non-verbal messages
- Describe the code in the non-verbal message.

### **Third session:**

- **Lesson Title:** Factors Affecting a Health Communication
- **General educational goal:** The student should be acquainted with the skills of establishing a successful communication.

### **At the end of these sessions, the student will be able to:**

- Know the basics of a successful relationship.
- Describe the health communication process.
- Use listening skills to communicate effectively in an appropriate situation.
- Explain the role of the senses in establishing a successful communication.
- Explain the role of body language in effective communication.
- Explain the role of communication barriers and ways to control them in the communication process.
- Explain two criteria for channel selection in the health communication process.
- Explain the types of health communication evaluation and give a practical example in each case.
- Define primary and secondary contacts.

**Fourth and fifth sessions:**

**Lesson Title:** General communication models and introduction of some of these models

**General educational goal:** The learner should get acquainted with the generalities of communication models and some of these models.

**At the end of these sessions, the student will be able to:**

- Define the communication model.
- List the types of communication models.
- Express the importance of using the model in health communication.
- Explain Aristotle's pre-model.
- Describe the Lawson model.
- Describe Shenn and Vivure models.
- Describe the Doslapol model.
- Explain Wilbur Schramm's model.
- Explain Berlo's model.
- Describe the Scheffe model.

**Sixth session**

**Lesson Title:** Advocacy and health communication

**General educational goal:** The student should describe advocacy and health communication.

**At the end of these sessions, the student will be able to:**

- Explain health advocacy.
- Describe the key approaches to gaining advocacy (engaging leaders, working with social media, building partnerships, etc.).
- Explain persuasion techniques.
- Describe the factors influencing the choice of techniques.
- Explain how to generate comprehensive support.
- Explain the characteristics of an effective message in health advocacy.

**Seventh and eighth sessions:**

**Lesson Title:** Planning and Implementing Health Communications

**General educational goal:** The student should become familiar with the planning and implementation of health communication.

**At the end of these sessions, the student will be able to:**

- Describe the planning process.
- Describe the situation analysis.

- Describe goals and strategies.
- Describe the effective production of messages and training materials.
- Explain how to select message communication channels.

### **Ninth and tenth sessions:**

**Lesson Title:** Social Mobilization for Health

**General educational goal:** To familiar the student with social mobilization for health.

**At the end of these sessions, the student will be able to:**

- Explain the effects of mass media.
- Express the conditions that create limitations or reinforcements in the mass media.
- Explain the advantages and disadvantages of multiple media.
- Explain the criteria for selecting mass media.
- Explain the construction and organization of mass media.
- Explain the roles and tasks of the mass media.
- Compare the characteristics of individual communication with mass communication.
- Discuss the historical course of the formation of means of communication.
- Describe a comprehensive communication strategy.
- Explain the new communication technology.

### **Eleventh session:**

**Lesson Title:** Evaluating a Health Communication Program

**General educational purpose:** to understand the role of assessment frameworks in health communication programs.

**At the end of these sessions, the student will be able to:**

- Identify the main plans for evaluating the communication program-.
- Describe the keys to success in evaluating health communication.
- Describe how to properly evaluate a health plan.

### **Session Twelve**

**Lesson Title:** A Culture-Based Approach to Communication

**General educational purpose:** To acquaint the student with the culture-based approach in communication.

**At the end of these sessions, the student will be able to:**

- Describe the role and impact of cultural issues in health communication.
- Explain the effects of gender on health behaviors and the concepts of health and disease.

- Explain cultural competency.
- Explain the importance of this issue in health communication.
- Explain how to communicate effectively with people with different demographic characteristics (age, level of education, gender, income, etc.).
- Explain effective communication with people with different health literacy.

**- Practical work:**

In each class, a title is defined as a class work for each student. In the next session, the student is required to present his work in class. The student will also have another practical task during the semester that the final report must be presented in class at the end of the semester.

**Lesson rules and expectations:**

Dear students are expected to:

- Have regular and accurate attendance at lesson sessions.
- Participate in educational activities.
- In each session, be ready to answer the questions of the previous topic.
- Use valid scientific sources.
- Turn off your cell phone in class.

**Assessment:**

Weekly homework and class activity: four points

Comprehensive homework: four points

Midterm exam: four points

Final exam: eight points

## References

1. Graeff, J. A., Elder, J. P., Booth, E. M., Piotrow, P. T., Kincaid, D. L., Rimon, J. G., ... & Samson, K. (1993). Communication for health and behavior change: a developing country perspective.
- 2- Schiavo, R. (2013). *Health communication: From theory to practice*. John Wiley & Sons.
3. Cultural Ali Akbar. Human Communications Volumes 1 and 2. Tehran: Rasa Cultural Services Institute. 1392
3. Mohsenian Rad Mehdi. *Communication: Human communication (interpersonal, group and collective)*. Tehran: Soroush Publications, 2010 (in Persian)
4. Babrow, A.S. and Mattson, M., 2003. *Theorizing about health communication*. In The Routledge Handbook of Health Communication (pp. 49-76). Routledge.
5. Parvanta, C. and Bass, S., 2020. Health Communication: Strategies and Skills for a New Era. Jones & Bartlett Learning.

Course professors: Dr. Hossein Ashtarian & Dr. Mehdi Mirzaei Alavijeh

Head of department: Dr. Farzad Jalilian

**Lesson Schedule: Communication in Health Education and Health Promotion**

Session	Date	Topic	Instructor
1	08/12/1400	Definition and importance of communication	Dr. Hossein Ashtarian
2	15/12/1400	Types of communications and its elements	Dr. Hossein Ashtarian
3	22/12/1400	Factors influencing a health communication	Dr. Hossein Ashtarian
4	14/01/1401	General communication models	Dr. Hossein Ashtarian
5	21/01/1401	General communication models	Dr. Hossein Ashtarian
6	28/01/1401	Advocacy	Dr. Hossein Ashtarian
7	11/02/1401	Planning and implementing health communications	Dr. Hossein Ashtarian
8	18/02/1401	Planning and implementing health communications	Dr. Hossein Ashtarian
9	25/02/1401	Social mobilization for health	Dr. Hossein Ashtarian
10	01/03/1401	Social mobilization for health	Dr. Hossein Ashtarian
11	08/03/1401	Evaluate the health communication program	Dr. Mehdi Mirzaei Alavijeh
12	22/03/1401	Culture-based approach in health communication	Dr. Mehdi Mirzaei Alavijeh
13	29/03/1401	Present the practical work	Dr. Mehdi Mirzaei Alavijeh
14	05/04/1401	Present the practical work	Dr. Mehdi Mirzaei Alavijeh
15	12/04/1401	Present the practical work	Dr. Hossein Ashtarian
16	12/04/1401	Present the practical work	Dr. Hossein Ashtarian
17	12/04/1401	Present the practical work	Dr. Hossein Ashtarian
18	15/04/1401	Present the practical work	Dr. Hossein Ashtarian
19	15/04/1401	Present the practical work	Dr. Hossein Ashtarian
20	15/04/1401	Present the practical work	Dr. Hossein Ashtarian