

Health Communication

Dates:

January 2019

Venue:

City Campus

Length of Study:

12 weeks

Cost:

£1000

Module Tutor:

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Administrator:

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For application form contact:

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The Module:

This module will develop critical evaluation and application of communication principles and related theory in public health, health education and health promotion. Students will develop high level, effective communication skills transferable to public health practice.

At the end of the module students will be able to:

- Evaluate the principles and theories of communication in health (including health education)
- Critically analyse a range of methods and media in health communication
- Evaluate the role of psychological theory in communication for health to effect behaviour change at an individual level
- Reflect and evaluate the communication and the effectiveness of collaborative working in health communication.
- Apply the principles and theories of communication in health to a range of public health issues.

Content:

- Communication Theory
- Methods and media of communicating health, social marketing
- Team working, interpersonal communication and communication in groups
- Principles and theory in health education, health literacy
- Communicating health for a change at an individual level – Behaviour change theory, models and key concepts (Social Cognition Models)
- Individual empowerment – processes and component attributes (self-efficacy, locus of control, self-esteem)

Delivery: A 12 week taught module available in two modes of delivery; distance learning or classroom between February and June.

Assessment: Individual written assignment (70%) and group assignment (30%).

Entry Requirement: None but should be able to evidence professional development need.

