

Department of Public Health

Value-Added Course

Health Communication

2017-18



Accredited 'A' Grade by NAAC (2nd Cycle)

Placed in Category 'A' by MHRD (GoI)

KLE ACADEMY OF HIGHER EDUCATION AND RESEARCH

JNMC Campus, Nehru Nagar, Belagavi – Karnataka, India

Phone: +91 0831-2472777, 2493779, FAX: +91 0831 – 249377

E-mail: info@kledeemeduniversity.edu.in Website: kledeemeduniversity.com

Health communication

1. Name of the course: Health communication

2. Aim: This course aims to introduce the basic principles of communication and provide an understanding of effects of communication in promoting various health goals

Objectives:

- Explain the role of health education in health care.
- Articulate and clearly understand health communication models and strategies
- Establish effective communication with people in diverse health fields.

3. Course contents:

Topics

1. Introduction to communication: Definition, principles of communication, communication skills
2. Communication process
3. Types of communication and barriers in communication
4. Application of communication in health education.
5. Models of communication process.
6. Media of communication.
7. Behaviour change communication.
8. IEC Strategy

4. Duration of the course - 3 weeks

5. Timing of the course – 3 days a week

6. Eligibility Criteria : Life science students, Doctors, Practitioners, BSW & MSW students, School Counsellors, Health Inspectors and Health Care Workers.

7. Fees

8. Resource persons:

1. Dr. Ashwini Narasannavar
2. Dr. Annapurna Kari
3. Dr. Nagaraj Patil
4. Dr. Pooja Nilgar

9. Method of assessment – multiple choice questions at the end of every week**10. Feedback** – Google forms**11. List reference books**

1. Health behavior and health education : theory, research, and practice by Karen Glanz, Barbara K. Rimer, and K. Viswanath.
2. Theoretical Foundations of Health Education and Health Promotion by Manoj Sharma and John A. Romas.
3. Textbook of Preventive and Social Medicine by Mahajan & Gupta
4. Textbook of Community Medicine by Dr Sunder Lal, Dr Adarsh and Dr Pankaj
5. Promoting Health: A Practical Guide To Health Education by Ewles L and Simnet I
6. K. Park, Park's Textbook of preventive and social medicine

Criteria for completion – attended at least 7 out of the 9 lectures and completed all the assignments.