

Health communication

C8

21



Peter J. Schulz

<p>Aim</p>	<p>Familiarize yourself with the most important concepts of targeted communication in the context of work and health. We address the specific aims and objectives that communicators have; the particular challenges that they face; the types of messages and channels they have at their disposal; as well as different ways of reconstructing, analyzing, evaluating, and designing effective messages. In doing so, we will apply insights from, amongst others, (health) communication theories, argumentation and persuasion research, and media communication.</p> <p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Identify the fundamental concepts of communication in the context of health • Communicate occupational or organizational health topics to different stakeholders • Understand the essential drivers of behavior change • Recognize and implement effective, persuasive communication strategies • Distinguish between successful and unsuccessful argumentation and negotiation • Develop goal- and target-specific communication materials
<p>Contents</p>	<ul style="list-style-type: none"> • Fundamentals of communication and communication processes • Drivers of behavior change • Communication in health campaigns • Principles of negotiation, dispute resolution, and argumentation • Strategic persuasion strategies • Targeting and tailoring communication to stakeholders • Risk communication • Communication design • Source, message, and recipient factors
<p>Methods</p>	<p>Lectures; Interactive discussions; Group work; Practical exercises</p>
<p>ECTS credits</p>	<p>2 ECTS credits = approx. 60 hours of workload including 32 hours of on-campus lectures and 28 hours of pre-assignment and exam</p>
<p>Target audience</p>	<ul style="list-style-type: none"> • Students in the DAS Work+Health program • Future and current work and health specialists • Healthcare providers and other persons interested in work and health
<p>Module manager</p>	<p>Prof. Dr. Peter J. Schulz; University of Lugano, Institute of Communication & Health</p>
<p>Administration</p>	<p>Andrea Frederick; andrea.frederick@uzh.ch</p>
<p>Dates and location</p>	<p>6–9 March 2023 in Zurich</p>
<p>Fee</p>	<p>CHF 2720.–</p>
<p>Registration deadline</p>	<p>1 February 2023</p>