


**The Development of Health Communication Study in the US**

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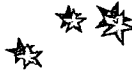
**Communication is a Basic Process in Health Care & Health Promotion**

- ◆ Seeking Health Care
- ◆ Delivering Health Care
- ◆ Identifying Health Needs
- ◆ Providing Health Education
- ◆ Influencing Health Behaviors
- ◆ Managing the Health Care Systems
- ◆ Establishing Health Policies/Practices



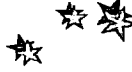
**Communication is the Source of Relevant “Health Information”**

- ◆ Relevant Health Information is the Most Powerful Tool Available to Health Care Providers and Consumers
- ◆ Relevant Health Information is a Prerequisite to Full Participation in Health Care and Health Promotion




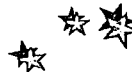
**Health Issues are Complex and Relevant Information is Needed to Provide Direction to:**

- ◆ Resolve Equivocality
- ◆ Provide Rationale for Action
- ◆ Facilitate Cooperation
- ◆ Empower Consumers
- ◆ Provide Direction for Providers
- ◆ Influence Health Practices/Policies



**Communication is Essential Across Every Step of the Continuum of Care**

Prevention/Detection/Diagnosis/Treatment/Survivorship/End-of-life

**Health Communication Focuses on Research & Theory Concerning:**

- ◆ Messages
- ◆ Meanings
- ◆ Information
- ◆ Persuasion
- ◆ Channels
- ◆ Feedback
- ◆ Relationships



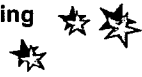
**Health Communication Draws on Important Theories, Concepts, and Methods From:**

- ◆ Language and Behavior
- ◆ Nonverbal Communication
- ◆ Interpersonal Communication
- ◆ Group/Organizational Communication
- ◆ Persuasion & Campaign Communication
- ◆ Media Studies
- ◆ Intercultural Communication
- ◆ New Communication Technologies



**Communication Intervention Research Influences:**

- ◆ Adopting Prevention & Detection Behaviors
- ◆ Increasing Patient Involvement
- ◆ Promoting Disease Prevention/Control
- ◆ Providing Social Support
- ◆ Improving Emotional/Functional Adjustment
- ◆ Enhancing Adherence to Therapy
- ◆ Supporting Informed Decision-making



**Health Communication is Complex & Interventions Must Be:**

- ◆ Strategic
- ◆ Appropriate for Intended Audiences
- ◆ Adaptive to Changing Situations
- ◆ Consistent & Reinforcing Across Multiple Messages and Channels



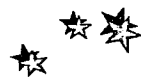
**Health Communication Influences Human Behavior:**

- ◆ Collaborative Team-Work/Decision-Making
- ◆ Understanding/Responding to Health Risks
- ◆ Comforting Communication/Social Support
- ◆ Media Influences on Lifestyles & Norms
- ◆ Influences of Technologies on Behavior
- ◆ Customized Media/Messages & Behavior



**Intrapersonal Issues in Health Communication:**

- ◆ Health Beliefs/Attitudes
- ◆ Psycho-social Responses to Illness
- ◆ Faith in Health Care Treatment
- ◆ Self-Efficacy in Achieving Health Goals
- ◆ Readiness for Change
- ◆ Resilience and Quality Of Life



**Interpersonal Issues in Health Communication:**

- ◆ Consumer/Provider Relationships
- ◆ Gathering Diagnostic Information
- ◆ Providing Counseling & Education
- ◆ Content and Relationship Information
- ◆ Providing Bad News
- ◆ Palliative and End-of-Life Care
- ◆ Verbal and Nonverbal Cues



### Small Group Issues in Health Communication:

- ◆ Ethical Decision-Making
- ◆ Building Health Care Teams
- ◆ Inter-professional Relations
- ◆ Focus on the Family
- ◆ Social Support Groups
- ◆ Advocacy Groups



### Organizational Issues in Health Communication:

- ◆ Information Flow In Health Care Systems
- ◆ Inter-Group Coordination
- ◆ Health Care Bureaucracy
- ◆ Administrative Communication
- ◆ Formal and Informal Channels
- ◆ Organizational Culture
- ◆ The Inter-organizational Field
- ◆ Use of Health Information Systems



### Societal Issues in Health Communication:

- ◆ Media Coverage of Health Issues
- ◆ Health Communication Campaigns
- ◆ Multiple Channels of Communication
- ◆ New Media Applications
- ◆ Secular Trends
- ◆ International Issues & Coordination
- ◆ Culture and Health Disparities

