

CDM 2100 Health Communication TR 950 – 1130 LH 201 Spring 2022

"Knowledge is having the right answer. Intelligence is asking the right question." ~unknown

Dr. Brownson

LH 209

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Office Hours:

Monday 1000 - 100

Wednesday 200 - 400

or by appointment

Required Mask Policy: Due to the ongoing pandemic, Carthage College has adopted a policy requiring masks to be worn by all individuals in all campus buildings. Masks must be worn at all times in the classroom, laboratory, studio spaces, hallways, bathrooms, and during in-person meetings. The face-covering must conform to CDC guidelines and must cover both the nose and mouth at all times. Note that bandanas, neck gaiters, and masks with exhalation or external valves are not acceptable and are not sufficient in the protection of others or yourself. Acceptable masks tie behind the head or loop behind the ears, fit snugly over the nose and chin, and can include cloth masks, medical/surgical masks, and N95s or KN95s. Eating and/or drinking are prohibited while in the classroom (because those activities interfere with consistent mask-wearing). Any student who refuses to wear a mask or consistently forgets one will be asked to leave the class and not given an opportunity to make up missed work. The student will also be referred to the Dean and may receive an official charge and student conduct hearing for repeated offenses, resulting in fines, points, or removal from class.

Student Learning Outcomes:

- Demonstrate understanding and application of models, theories, and methods that inform health communication scholarship
- Demonstrate understanding and application of critical and/or analytical evaluation of evidence and arguments of individual and organizational health communication messages and contexts
- Demonstrate understanding of current health communication issues
- Demonstrate understanding of mediated messaging in the context of health communication

Course Materials:

- **Required text:** du Pré, A. & Cook Overton, B. *Communicating about health: Current issues and perspectives* (6th ed.). New York: Oxford University Press. Publisher's PPTs are on Schoology.
- **Schoology:** used to post grades, activities/assignments, announcements, reminders, and misc.
- **Grammarly:** used for formal writing assignments.

"The function of education is to teach one to think intensively and to think critically. Intelligence plus character - that is the goal of true education." ~Dr. Martin Luther King, Jr.

Grading:

Exams (100 points each) - 300 points
Professional Provider Interview - 30 points
Layperson Provider Interview - 30 points
Professional Non-Provider Interview - 30 points
News Analysis - 30 points
Entertainment Analysis - 30 points
Health Campaign Analysis - 30 points
Activities (assorted point values)

grade (grād) n. **1** a degree in a scale of quality **2** a mark or ranking on an examination, etc. **3** is not given, but is earned

Each grade will receive a numerical score. Final grades will be based on the following **percentages of the total points**:

A+	97-100	B+	87-89	C+	77-79	D+	67-69
A	93-96	B	83-86	C	73-76	D	63-66
A-	90-92	B-	80-82	C-	70-72	D-	60-62

"It is the mark of an educated mind to be able to entertain a thought without accepting it." ~Aristotle

Academic Honesty: The goals and objectives of Carthage fall within the implicit context of academic honesty. Therefore, Carthage expects academic honesty from all of its members and maintains college-wide honesty guidelines and penalties that must be supported by the whole academic community. The guidelines and penalties are found in the [Student Handbook/Community Code](#). Students are responsible for the honest completion and representation of their work, for the appropriate and correct citation of sources, and for respect of others' academic endeavors. Students who violate these standards are subject to disciplinary action. If there is evidence of *any* form of academic misconduct, no matter how small or seemingly innocent, the assignment will receive a grade of zero, and the final grade for the course will be addressed as well (most likely failure of the course).

"The value of a college education is not the learning of many facts but the training of the mind to think."
~Albert Einstein

Attendance & Punctuality:

- Because class discussion is at the heart of this course, **attendance** is expected for every class meeting, and yes, for the entire class period. *Alert* and *participative* attendance is imperative to your learning and performance, and to my ability to help you. In-class exercises cannot be made up. It is your responsibility to obtain any information and/or materials you may have missed, whether your absence is excused or not. **Excusable absences** include college-sanctioned events, documented medical appointments, etc. Poor attendance will compromise your ability to understand key concepts and will keep you from being a contributing member of the class **Unless there is an exam or something due, you don't have to notify me of your absence (so please don't)**.
- Only under special and documented circumstances will a student be allowed to attend class via Zoom. According to the [Carthage COVID-19 Dashboard](#), students with symptoms are to isolate, seek help from the HCC, and will be directed to report positive cases to the Dean of Students Office. I should receive official notification from the DOS. **I will not have Zoom open on a regular basis. It will be open only for documented COVID-related or other documented illness. Zoom is NOT for extended vacations, rain or snow, or when you just feel under the weather. You will need to alert me via email at least an hour before class and provide documentation.**
- **Punctuality** is a measure of professionalism, maturity, and common courtesy. Tardiness is a distraction to other students' learning and will not be tolerated. Additionally, **anyone who is late for an exam will not be allowed to enter the classroom and will not be allowed to take the exam.** It simply is not fair to all the other students who are already in the *exam zone* and trying to concentrate.

"Education must not simply teach work--it must teach life." ~W. E. B. Du Bois

Accessibility:

- Carthage College strives to make all learning experiences as accessible as possible. To establish reasonable accommodations, you need to register with Diane Schowalter in Learning Accessibility Services (dschowalter1@carthage.edu). If you anticipate or experience academic barriers due to a disability (including mental health, learning disorders, chronic medical conditions, etc.), please let me know as soon as possible so we can privately discuss plans and details.
- I highly value accessibility for all students in their academic pursuits. I work very hard to create and sustain a class environment that is welcoming to diverse voices and fosters inclusivity. I hope you will join me in a collective effort to respectfully give space for various perspectives and experiences and to champion the goals and learning journeys of your peers.

"The highest result of education is tolerance." ~Helen Keller

“Education is the most powerful weapon which you can use to change the world.” ~Nelson Mandela

Class Preparation: Successful and meaningful class discussion, and let’s face it, your own learning and success in this course, requires that ALL class members:

- **have read and taken notes on the material prior to the class period for which it is assigned, perhaps multiple times**, to get the entire scope of the material, terminology, definitions, etc.
- **are ready to participate fully**, making observations and asking questions about the readings (it’s alright to disagree with or be confused by the material)
- **use the notes from the readings during class** for discussion, activities, assignments, quizzes, etc.
- do not have textbooks open during class (unless directed to do so). We will not be reading the text during class. That is YOUR responsibility BEFORE class.

The key to understanding and recalling class content is **repeated exposure to and application of information**. This is called an incremental learning process. Read the text (first exposure). Take notes on the reading (second exposure). Engage with the information during class discussion (third exposure). The process continues as you review and study (fourth+ exposures).

“Learning is not attained by chance, it must be sought for with ardor and diligence.” ~Abigail Adams

Deadlines/Late Assignments: Some assignments may have due dates for hard copies to be turned in *at the very beginning of class*. Other assignments may have due dates/times for submission to Schoology. To be fair to all students in the class, there is only one deadline. **If you will be missing class for an excusable absence or other things planned in advance and something is due, you are still required to turn/submit it by the deadline.** Make arrangements ahead of time with the professor to determine how/when to turn in the work. Anything that comes in past the deadline and/or after my collecting materials is considered late. If accepted at all, it will have *at least* a penalty of 30%. Late assignments will be accepted only if there is a legitimate, documented, and verifiable absence/emergency.

Make-Ups: Exams cannot be made up unless there is a legitimate, documented, and verifiable absence or emergency.

“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.” ~Malcolm X

Grade Inquiries: All grades will be recorded in Schoology and can be viewed by students throughout the semester. Questions or concerns about graded assignments/quizzes/projects/etc. must be brought to the instructor’s attention via email no earlier than 24 hours and no later than two weeks after the grade is received/posted. Additionally, inquiries and/or concerns about an overall course grade may be discussed in person. **Grades of any kind will not be discussed via email.** Upon receipt of an email, a phone or video conversation will be set up to discuss questions/issues.

“Education breeds confidence. Confidence breeds hope. Hope breeds peace.” ~Confucius

Inclement Weather: In the case of **severe** weather and **hazardous** driving conditions that may impede our ability to get to campus **safely**, I will contact you **via email** as soon as I can, and we will hold class virtually via [ZOOM](#). It’s Wisconsin...anything can happen. Plan ahead, leave early, and drive carefully.

*“Imagining something may be the first step in making it happen, but it takes the real time and real efforts of real people to learn things, make things, turn thoughts into deeds or visions into inventions.”
“It’s good to be curious about many things.” ~Fred Rogers/Mr. Rogers*

Contact:

- **Before emailing me with questions about things like reading assignments, due dates, etc., you should always check the syllabus/schedule/Schoology first.** If you email with these types of questions, I will simply reply, "Read the syllabus."
- With regard to course content and requests for help, email questions as they arise. Better yet, ask your questions in class so we can discuss them *as a class*.
- Regarding email, always use your Carthage email and please adhere to *professional standards*. Make sure to include something meaningful in the subject line (e.g., course number or name, and the topic of the message). Also, it would be nice to include the magic words when appropriate.
- **I will respond to emails as soon as possible during normal business hours on weekdays. Immediate replies are extremely unlikely. Please plan accordingly.**
- Additionally, it is **each student's responsibility to check email and/or Schoology updates for information in a timely manner**. These are the only tools available to contact all students, especially outside of class time.

"The simple truth is that email is how modern business is done." ~Neil Patel

"Email is not going to disappear. Possibly ever. Until the robots kill us all." ~Paul Buchheit

Classroom Expectations (General):

- In addition to the policies outlined above, I expect you to speak your mind in a candid, yet respectful and professional manner, as will I. The topic of health communication *should* elicit spirited discussion. Be ready to challenge the way you and others think.
 - Do not eat during class. Thanks to COVID, **eating in the classroom or in common areas is prohibited**.
 - We will take a brief break on most days. This is break-time for me as well. Use this time to visit the restroom, etc.
 - Do not interrupt class to get up to charge your device(s) or to throw something in the garbage.
 - Please use some common sense and common courtesy.
 - **CDM Digital Etiquette Policy:** In order to facilitate the learning of all students in the classroom, the CDM faculty expects common courtesy and minimization of distractions during all sessions. Professors will make their individual expectations clear regarding common courtesy. The following policy, however, will be applied by all CDM faculty:
 - Cell phone use of **any** kind, including (especially) texting, is not allowed and will not be tolerated. Thus, **cell phones are NOT allowed on the desk or in your lap** (and yes, we *can* tell...). Seriously!
 - The use of laptop computers is not allowed **unless a student has a disability (documented through Learning Specialist Diane Showalter's office)** and a laptop has been determined to be an appropriate accommodation for doing class work.
 - In classrooms/labs where students are working at computer stations or are utilizing laptops for class presentations, students are expected to focus their attention on the discussion or project at hand, and will not use the computers for personal/social purposes during class time.
- CDM faculty reserve the right to enforce this policy as they see fit, including (but not limited to) taking violations into account when assigning grades.

"A well-educated mind will always have more questions than answers." ~Helen Keller

In case we return to virtual learning: Classroom Behavior/Expectations (Particular to Virtual Learning):

“They cannot stop me. I will get my education, if it is in the home, school, or anyplace.” ~Malala Yousafzai

- Classes will be held synchronously via Zoom.
- Set up an intentional space where the class is going to happen--get in the zone
- Do not drive or ride in a car during class
- Minimize distractions as much as possible (turn off phones and other devices, close doors to your space if possible, ask those around you to not disturb you or the class, etc.)
- Be yourself and respect others
- Use the raise your hand feature if you want to ask a question live, or ask questions using chat
- Make sure you're muted when not talking
- Cameras should remain on while class is in session
- While we'll be in different places during our class period, everyone is expected to be “present” and engaged, ready to participate.
- Exams would transition to quizzes on Schoology

“The more that you read, the more things you will know, the more that you learn, the more places you'll go.”

~Dr. Seuss

Miscellaneous:

- Do your best work. I will give you the tools, but it's up to you to actually use them.
- Formal written assignments should be well planned and executed. Pay attention to spelling, grammar, structure, style, etc., and proofread carefully. Use [Grammarly](#) (also available via *OneLogin* and as a browser extension) but do not rely on it or other computer tools to catch everything for you.
- Keep up with all deadlines for this course and for the College. <https://www.carthage.edu/academics/calendar/2021-2022/>
- The time to be concerned about your grade is **NOW**. You are welcome, even encouraged, to see me for extra help *during* the semester...NOT at the end when final grades are due. **I will not reply to requests within the last three weeks** of the term asking “What can I do to get a _____ in the class?” You need to do the work all semester to **earn** a grade. **I do not give grades. You earn them.** Want to earn a higher grade? Want to keep that scholarship? Want to stay eligible to play a sport? Want to stay off of academic probation? Do the work! Additionally, I will not respond to requests to “bump up” a grade. Of course, until the very end, you are always welcome to seek additional, individualized help in completing projects/papers/exams/assignments.
- **The best ways to increase your chances of success in the course are:** be responsible for your own learning, attend class, come prepared to class by reading the assigned material, engage in class discussions, ask questions, follow all instructions carefully and thoroughly, come in for extra help when you need it, don't wait until the last minute to study or complete assignments, turn things in on time, and stay off your devices during class.

“If you are planning for a year, sow rice; if you are planning for a decade, plant trees; if you are planning for a lifetime, educate people.” ~Chinese proverb

A special note about our class: First, most everything about health has been fraught with ethical issues since the dawn of humanity. Some are personal. Some are societal/cultural/religious/economic, etc. Humans have attached all matters of judgment and sometimes stigma to health-related matters. At best, some issues are taboo. At worst, great atrocities have been committed under the guise of health, science, and research. We currently live in a time when health continues to be even more politicized and spawns increasing polarization. Of course, our focus is on *the communication of health*, but all the underlying issues frame our examination, intentionally or otherwise. I don't expect us to agree on everything, but I do expect us to be respectful in our disagreement. Secondly, some activities may include your own health-related reflections and experiences. For these types of activities, I hope you will be candid and forthcoming. Please know I will hold your responses in the highest confidence and guaranty they will not be shared with anyone else. These activities, and the entire course for that matter, should be part of a judgment-free zone. As mentioned above, I hope you will actively join me in doing our best to ensure a respectful and inclusive learning environment for everyone.

A note of care and concern: If we've learned anything over the last two years, it's that people have a variety of challenges (even on a good day), and people often respond to the same or similar challenges differently. Indeed, COVID has created or exacerbated such challenges many of us face. To that end, I ask for your patience, flexibility, grace, and humanity as I will continue to extend the same. Now is certainly the time to contribute to the health and well-being of others, and also to engage in self-care.

The Health and Counseling Center (HCC) supports students by addressing physical, mental, and emotional well-being. All services are free and confidential and are available to currently enrolled, full-time undergraduate students. Health services include the assessment and treatment of minor illness and injury. Diagnostic testing, complimentary over-the-counter medications, and referrals to off-campus providers are all available. Our licensed counselors help students with challenges that can be resolved with short-term, solution-focused counseling. Some topics discussed during counseling include depression and anxiety, traumatic experiences, gender and sexuality, relationship concerns, stress management, and academic challenges. More details - including info about appointments - can be found at carthage.edu/health-counseling.

Uwill is a free teletherapy platform for Carthage students. Uwill connects students with licensed therapists from all 50 states. Support is available in a variety of formats -- video, chat, messaging, or phone. Counselors are available nights, weekends, and during holidays. Access is quick and easy: app.uwill.com.

Suggested email signature: Students receive free, immediate access to teletherapy through Uwill. It's private, secure, and confidential. Click [here](#) to get started.

HCC Hours and Location

TARC 2240 / 262-551-5710

M-F 8:30-4:00

Health Services (in-person): Call to schedule a same-day appointment; walk-ins accepted

Counseling Services (in-person): Call to schedule an appointment; walk-ins accepted M-F 11:30-1:00

****Services, hours, and walk-in availability are subject to change***

Additional Info

--Nurse Practitioner: Wednesdays 2pm-4pm (appointment required; NP services are provided by a third party and billed to student's insurance)

--HCC is a Title IX confidential resource for students.

--COVID-19 Testing is available for students with signs or symptoms of illness. Please call to be screened and to schedule a testing time.

--Carthage's vaccine requirement and associated testing is not administered by HCC. Visit the [COVID-19 Update Page](#) for more information.

Kelly Smith, Ph.D.

Director of Health and Counseling Services

Carthage College

lzopf@carthage.edu

262-551-5710

[Uwill: Free, immediate access to a therapist for Carthage students](#)

National Suicide Prevention Lifeline: 1-800-273-8255

Crisis Text Line: text HOME to 741741

Crisis Text Line for Students of Color: text STEVE to 741741

Trevor Lifeline (LGBTQ+): 1-866-488-7386

National Domestic Violence Helpline: 1-800-799-7233 or text LOVEIS to 22522

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"Education is a human right with immense power to transform." ~Kofi Annan

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Office Hours: Monday 1000 - 100 | Wednesday 200-400

Below is a *tentative* schedule for the semester. The instructor reserves the right to amend the schedule as necessary.

Date	Discussion Topic / Activity	Assignment
FEB 03	Course Intro; Video; Synergetic Model of Communication	(C=in class, S=in Schoology)
08	Introduction; The Landscape for Health Comm	Chapter 1, 2
10	Patient-Caregiver Comm	3
15	Patient-Caregiver Comm; Patient Perspectives	3, 4
17	Patient Perspectives	4
22	Care Provider Perspectives	5
24	Care Provider Perspectives; Review for Exam 1	5
MAR 01	EXAM 1 – Units 1-5	--
03	Health Images in the Media	11; PPI DUE (S)
08	Health Images in the Media	11
10	Planning Health Promotion Campaigns	13
14-18	Spring Break	no classes
22	Planning Health Promotion Campaigns	13; NA DUE (S)
24	Designing and Implementing Health Campaigns	14
29	Designing and Implementing Health Campaigns	14
31	Diversity in Health Care	6
APR 05	Diversity in Health Care; Cultural Conceptions of Health and Illness	6, 7
07	Assessment Day (morning only)	no class; HCA DUE (S)
12	Cultural Conceptions of Health & Illness; Review for Exam 2	7
14	EXAM 2 – Units 11, 13, 14, 6, 7	--
19	Social Support, Family Caregiving, and End of Life	8
21	Guest; Social Support, Family Caregiving, and End of Life	8
26	eHealth, mHealth, and Telehealth	9
28	Health Care Administration, Human Resources, Marketing, and PR	10; LPI DUE (S)
MAY 03	Health Care Administration, Human Resources, Marketing, and PR	10
05	Public Health and Crisis Comm	12
10	Public Health and Crisis Comm; Review for Exam 3	12; PN-PI DUE (S)
12	EXAM 3 – Units 8-10, 12	--
*17	(TUE) Final Exam Period 1030-1230 – course wrap-up/activity	EA DUE (S)

"Follow your passion. Stay true to yourself. Never follow someone else's path...unless you're in the woods and you're lost and you see a path. By all means, you should follow that." ~Ellen DeGeneres