HEALTH COMMUNICATION - GROUP RESEARCH / CAMPAIGNS PROJECT (100 points)

In groups of 2-3, you will conduct a final project in which you choose and analyze a current health communication problem that needs improvement or solving. You will present your findings and observations in a group presentation.

You will be tasked with identifying the health communication issue/problem and trying to solve that issue in some way (e.g., develop advertising materials for an ongoing health prevention campaign; identifying communication strategies for disseminating messages; segment and target new audiences with tailored promotional materials).

Requirements/Output	Description
Word Count / Page limit	<u>Minimum</u> word count is **2,000 words (8 pages** of quality content NOT including references, cover page, Appendix materials). You'll likely have more once you complete your research.
Final report	You will produce a formal paper/report. This is where you will compile your research that describes and justifies your approach. Pull in what you learned in class. Include insights from your interview. See rubric for points you should be addressing. **• APA format with appropriate cover page.** **• Minimum of 10 academic references**.
1-2 tangible solutions	Produce **1-2 tangible items** (e.g., website mock-up, logo, booklets, pamphlets, communication plan, videos, well-developed social media campaign, etc.) Be creative! ☺
Class Presentation	Use your research to inform your presentation. Tell us about your problem and solutions. Show us what they are. Justify them. 16-18 minutes. 2 minutes for question/answer.

SEE BELOW & RUBRIC FOR MORE DETAILS

HERE IS HOW YOUR AUDIENCE (FELLOW CLASS MEMBERS) WILL RATE EACH PRESENTION:

_____ I clearly understood the HC problem
_____ The HC problem was socially relevant
_____ The amount of information given about the problem was appropriate (not too little or not too much)
_____ The problem was focused on communication
_____ The speakers supported their argument with scholarship / research
_____ The solution they advocated for was appropriate and well matched to solving the problem
_____ The solution was presented clearly
_____ The solution was focused on communication
_____ This solution will make a difference in societal health / quality of health or health care
_____ I would support this group's advocacy initiatives in improving health
_____ The speakers were enthusiastic and engaged in the issue
_____ The speakers were well-prepared

Topic Choice

Your topic must address health communication but can be from a variety of perspectives. We cover a variety of issues in class, some of which you may already be concerned about and want to learn more about.

There are interpersonal health communication issues (e.g., doctor-patient communication; caregiving; talking about advance care directives), health communication concerns in social contexts (e.g., cultural diversity; communication in health organizations; communication in healthcare teams, social support groups and coping), risk and crisis communication (e.g., responding to environmental risk or disasters), and influences of media and technology on health behavior and healthcare (e.g., social media and adolescent health/bullying; information dissemination; self-diagnosing and the Internet; e-patient portals). You are free to choose a health communication concern from any of these realms (or even something not discussed in class) <u>so long as it is focused on *communication*.</u>

<u>Identify an existing campaign</u> <u>that is currently trying to solve your issue and critically analyze it</u>. There is always room for improvement in the campaign world! Narrow in on a communicative issue within the campaign (e.g., missing a target audience; not using ideal communication channels in the marketing mix; addressing stigma in how we talk about –or –not- a health issue in society; lacking a cohesive, attractive brand identity that individuals can identify with; not using the right messenger).

Find a way to refine/enhance the campaign in a way that better solves the health issue. Make sure you address communicative aspects and stay focused, feasible, and realistic in your proposed change(s) (e.g., solution) to the campaign.

Overview of Paper/Report

You will compile your research to create a formal report/paper. Refer to rubric for guidance of the points you should be considering. **Think of this report as your compilation of research/legwork that informs your final presentation and tangible solutions.** You can't design an effective presentation/justify your solutions without the research. APA format with cover page. Minimum of 2000 words, 8 pages. Once you complete your research you will likely have more – that's fine!

Overview of Presentation

PRESENTATION LENGTH/MATERIALS
*(20 minutes: 16-18 min presentation followed by @ least 2 minutes for Q/A)
Together you will present your work to the class in a presentation with the necessary visuals to display your research, which I will collect (you must submit all visuals like PowerPoint slides, handouts, etc. to me before your presentation). Note: video footage cannot total more than 2 min in length (for entire presentation).

PART 1 OF PRESENTATION: IDENTIFYING THE PROBLEM
Address the health issue of concern (make us care - why it's socially relevant and pressing), identify a campaign addressing the problem, critically analyze that campaign to identify an area to refine/improve it. Make sure you are focused on health communication in some realm!

PART 2 OF PRESENTATION: PROVIDING A SOLUTION
Provide a solution – a way to improve the campaign in a manner that attends to the critique in part 1. Keep this narrowed, feasible, and realistic! Include theory in your argument as to why these changes need to be done to ensure the health issue can be better attended to (aka the campaign could be more successful). Also back your claims with research! You must provide 1-2 tangible solution(s) to augment your argument (e.g., the development of a logo; an advertisement to be disseminated on social media; a web site; a press release; a video or PSA). Your tangible solution (product) to be added to the campaign must be related to the problem (analysis of the campaign) – in other words, it should make sense why you developed this.

RESOURCES
The project requires the use of the following sources to be cited in APA style throughout the presentation and as a final reference list (you must have a minimum of 10 scholarly sources).

I encourage you to look at and interact with health communication professionals within the UF community (via Zoom, email, or phone is fine) as they may have ongoing campaigns in which you could base your project (e.g., GatorWell, HealthStreet, STEM Translational Communication Center, UF Health). You could also choose a local/state campaign that needs augmenting in some way.

- This project will require the use of outside resources (e.g., local professionals in health communication, the library, etc.). You will learn more about your communication focus by talking to professionals working in that setting and researching the background/characteristics of your setting. [**I.E. YOUR RESEARCH**]

- You will explore the current published literature about your health communication issues in scholarly books, texts, and journals. You need at least 10 scholarly sources (e.g., academic or research books and journals). In addition to these 10 sources, you can also include additional popular references (e.g., magazines, local or national news releases, popular press books).

- Interview with a professional - You must conduct at least one interview with a professional directly knowledgeable about or involved in your health communication issue. **This can be done online / via email or Zoom / or in person**. Consider them as source in the many resources you will examine to better understand the problem and campaign you chose. Interview scripts must be approved by me prior to conducting the interview.

Together you will present your work to the class in formal presentation. **Peer evaluations will be factored into final grade considerations.**