

<b>Fiscal Unit/Academic Org</b>	School Of Communication - D0744
<b>Administering College/Academic Group</b>	Arts and Sciences
<b>Co-administering College/Academic Group</b>	
<b>Semester Conversion Designation</b>	New Program/Plan
<b>Proposed Program/Plan Name</b>	Health Communication Certificate
<b>Type of Program/Plan</b>	Undergraduate certificate program
<b>Program/Plan Code Abbreviation</b>	HCCP
<b>Proposed Degree Title</b>	Health Communication Certificate

## Credit Hour Explanation

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program				12	
Required credit hours offered by the unit	Minimum			6	
	Maximum			12	
Required credit hours offered outside of the unit	Minimum			0	
	Maximum			6	
Required prerequisite credit hours not included above	Minimum			0	
	Maximum			0	

## Program Learning Goals

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

### **Program Learning Goals**

- (1) Identify and apply health communication theories and concepts to the design and execution of health communication messages for diverse audiences.
- (2) Evaluate health communication messages and interventions through the integration of communication knowledge and practice.
- (3) Demonstrate interpersonal communication competency across varying modalities and healthcare settings.

## Assessment

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

**Is this a degree program (undergraduate, graduate, or professional) or major proposal?** No

## Program Specializations/Sub-Plans

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

**Pre-Major**

Does this Program have a Pre-Major? No

**Attachments**

- Health Comm Certificate Proposal.pdf: Health Comm Certificate  
*(Program Proposal. Owner: DeGirolamo,Anne Elizabeth)*

**Comments**

- ASCC noticed that p. 16 could be interpreted as meaning that certificate requires 18 hrs. Please adjust and send back up to advance to CAA. *(by Vankeerbergen,Bernadette Chantal on 04/20/2020 09:19 AM)*
- Edits have been met -Susan Kline *(by DeGirolamo,Anne Elizabeth on 04/14/2020 08:07 AM)*

**Workflow Information**

Status	User(s)	Date/Time	Step
Submitted	DeGirolamo,Anne Elizabeth	03/30/2020 04:17 PM	Submitted for Approval
Approved	Slater,Michael D	03/30/2020 04:19 PM	Unit Approval
Approved	Haddad,Deborah Moore	03/30/2020 06:26 PM	College Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	04/10/2020 04:30 PM	ASCCAO Approval
Submitted	DeGirolamo,Anne Elizabeth	04/14/2020 08:08 AM	Submitted for Approval
Approved	Kline,Susan Lee	04/14/2020 08:09 AM	Unit Approval
Approved	Haddad,Deborah Moore	04/14/2020 09:39 AM	College Approval
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Submitted	DeGirolamo,Anne Elizabeth	04/20/2020 02:20 PM	Submitted for Approval
Approved	Kline,Susan Lee	04/21/2020 01:51 PM	Unit Approval
Approved	Haddad,Deborah Moore	04/21/2020 01:52 PM	College Approval
Pending Approval	Jenkins,Mary Ellen Bigler Hanlin,Deborah Kay Oldroyd,Shelby Quinn Vankeerbergen,Bernadette Chantal	04/21/2020 01:52 PM	ASCCAO Approval



March 27, 2020

Assistant Dean Deborah Moore Haddad  
College of Arts and Sciences

Re: Submission of an Undergraduate Certificate in Health Communication from  
the School of Communication

Dear Dean Haddad,

The School of Communication submits our proposed Certificate in Health Communication, a Type 1b certificate, for Dean Horn's support and approval by the College.

The certificate program provides a comprehensive education on health communication, with a focus on health message design, media campaign planning, and interpersonal communication in healthcare settings. Courses in the certificate program will equip students with theoretical and practical knowledge that will enable them to communicate effectively to promote health and provide high quality healthcare.

The 12-credit program will serve degree seeking undergraduates who are currently enrolled at Ohio State University. Students will be required to complete two foundational courses (6 credits) within the School of Communication and an additional two courses (6 credits) from a selection of 42 courses distributed across 11 different departments and units on campus. Dr. Shelly Hovick has been a key developer of this certificate.

Attached you will find the proposal and concurrences from all participating units.

Regards,

Susan L. Kline, PhD  
Associate Professor  
Director, Undergraduate Communication Program  
School of Communication

## **School of Communication Health Communication Certificate Program Proposal**

### **Overview**

We are proposing a 12-credit hour, cross-college, undergraduate “Health Communication Certificate (HCC).” Our flexible on-campus certificate program will incorporate existing courses offered in the School of Communication, as well as existing courses from partner colleges and departments across campus (including the Colleges of Public Health, Medicine, Pharmacy, Nursing, Education and Human Ecology, and Arts and Sciences).

The HCC is designed for undergraduate students who are interested in pursuing post-baccalaureate careers or graduate education in health-related sectors and will provide an official designation of academic training in the area of health communication. The HCC will provide comprehensive education on all aspects of health communication, including a focus on health message design, media campaign planning, and interpersonal communication in healthcare settings. Courses in the certificate program will equip students with theoretical and practical knowledge, which will enable them to effectively communicate to promote health and provide high quality healthcare.

The outlook for jobs in health communication is positive. As noted by Edgar and Hyde (2005), “because of continued growth of the field [of health communication] as a whole in the twenty-first century, evidence suggests that there is a greater demand for individuals to fill jobs that have primary responsibilities in health communication” (p. 5).<sup>1</sup> Students with training in health communication work in nonprofit and educational settings, for-profit advertising and PR agencies, as well as government and medical settings.<sup>2</sup> Job responsibilities include research, development of HC materials, program and project management, communication planning, social media/website management and journalism activities among other tasks.<sup>3</sup> We also believe that students obtaining the certificate would be equipped to pursue jobs in healthcare human resources and management, as well as caregiving fields.

The importance of health communication in improving the nation’s health is also more widely recognized. Healthy People 2020,<sup>4</sup> which outlines the Nation’s health goals, now includes several health communication objectives. These objectives include improving population health literacy, increasing health care provider communication effectiveness and shared decision-making, improving access to quality health information, increasing social marketing in health

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<sup>1</sup> Edgar, T., & Hyde, J. N. (2005). An Alumni-based Evaluation of Graduate Training in Health Communication: Results of a Survey on Careers, Salaries, Competencies, and Emerging Trends. *Journal of Health Communication, 10*(1), 5-25.

<sup>2</sup> Edgar, T., Gallagher, S. S., Silk, K. J., Cruz, T. B., Abroms, L. C., Evans, W. D., . . . Miller, G. A. (2015). Results From a National Survey of Health Communication Master’s Degree Recipients: An Exploration of Training, Placement, Satisfaction, and Success. *Journal of Health Communication, 20*(3), 354-366.

<sup>3</sup> Edgar, T., Silk, K. J., Abroms, L. C., Cruz, T. B., Evans, W. D., Gallagher, S. S., . . . Sheff, S. E. (2016). Career Paths of Recipients of a Master’s Degree in Health Communication: Understanding Employment Opportunities, Responsibilities, and Choices. *Journal of Health Communication, 21*(3), 356-365.

<sup>4</sup> Office of Disease Prevention and Health Promotion. (2019). 2020 Topics & Objectives: Health Communication and Health Information Technology. Retrieved from <https://www.healthypeople.gov/2020/topics-objectives/topic/health-communication-and-health-information-technology>

<sup>5</sup> Spitzberg, B. H., Canary, D. J., & Canary H.E. (2020). *The Communication Capstone: The Inquiry and Theory Experience*. San Diego, CA: Cognella.

promotion and disease prevention, as well as increasing use of best practices in crisis and emergency risk communication. The study and practice of health communication also focuses on communicating in relationships and families, communicating health and well-being at work, and communicating health and illness in the community.<sup>5</sup>

Courses in the School of Communication, as well as courses from partner colleges and departments across campus (outlined below), cover all of these topics. Furthermore, the proposed HCC mirrors what health communication practitioners and academics suggest is most critical for future employment in health communication.<sup>5</sup> Skills and knowledge in health communication and behavioral theory, as well as campaign evaluation, have been noted as key domains. Interpersonal communication and client management knowledge also were noted as critical for working in health communication.<sup>5</sup> Thus, students completing the HCC will have the necessary knowledge and skills needed to compete for jobs in health communication and complete job-required tasks.

We feel well-positioned to offer a HCC given existing coursework and excellence in health communication research in the School of communication, as well as access to a wide array of courses across colleges. There are now several in-person and online Master's Degree in programs in health communication such as those offered by the University of Illinois, Northwestern, Boston University and George Washington University. Undergraduate certificate programs in health communication (e.g., Loyola University), such as the one proposed, are still rare and could offer students a quicker and more direct path to careers in communication and health sectors. The potential audience for the HCC at OSU alone is large. Communication is a top ten undergraduate major at The Ohio State University.<sup>6</sup> Additionally, over 3,500 undergraduates are enrolled in a non-communication, health-related major (i.e., Health and Rehabilitation Sciences, Medicine, Nursing, Pharmacy and Public Health).<sup>7</sup> Thus, we have a large pool of existing students to draw from for the HCC.

### ***Expected Learning Outcomes***

The purpose of this certificate is to provide comprehensive education on all aspects of health communication, including a focus on health message design, media campaign planning, and interpersonal communication in healthcare settings. Our expected learning outcomes are based on national research outlining key skills areas for health communication professionals.<sup>2,3,5</sup>

Successful students, upon completion of the HC certificate, will:

- (1) Identify and apply health communication theories and concepts to the design and execution of health communication messages for diverse audiences.
- (2) Evaluate health communication messages and interventions through the integration of communication knowledge and practice.

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<sup>5</sup> McKeever, B. W. (2014). The Status of Health Communication: Education and Employment Outlook for a Growing Field. *Journal of Health Communication*, 19(12), 1408-1423.

<sup>6</sup> The Ohio State University Enrollment Services. (2019). Top majors, Dean's List and Honors students. Retrieved from [https://oesar.osu.edu/majors\\_deans\\_honors.html](https://oesar.osu.edu/majors_deans_honors.html)

<sup>7</sup> The Ohio State University Enrollment Services. (2019). 2018 Enrollment Report. Retrieved from <http://enrollmentservices.osu.edu/report.pdf>

(3) Demonstrate interpersonal communication competency across varying modalities and healthcare settings.

### **Relationship to Other Programs**

The HCC is by nature interdisciplinary and compliments existing course work in the Colleges of Public Health, Education and Human Ecology, Nursing, Medicine and Pharmacy, as well Departments of Sociology, English and Comparative Studies in the College of Arts and Sciences, among others. Letters of support and concurrences from key departments are included.

The HCC does overlap with the existing Health, Environmental, Risk, and Science minor within the School of Communication, although minimally. No courses required for the minor are required for the HCC. However, required and elective HCC courses could count as electives within the minor and increase enrollment in those courses.

### **Proposed Curriculum**

The certificate program will require a total of 12 credit hours of course work. Half of these credit hours (6) will come from two core courses in the School of Communication, which cover two key areas of health communication research and practice. The remaining credit hours (6) will come from two three- hour elective courses currently offered in the SOC or other units on campus. Students in the certificate program will enroll in courses with students in both our major and minor; they will not constitute a discrete cohort. Both core and elective courses are listed below, matched to key learning objectives. We expect to begin this certificate program in Spring 2021.

#### Core Courses (2)

All students would be required to take two three-hour courses, both which are currently (and regularly) offered in the School of Communication.

- Health Communication in Interpersonal Contexts (COMM 4736) – ELO 3
  - *Course Description:* Comm 4736 provides a survey of health communication research and theory within the context of interpersonal communication. Students explore topics including patient-health provider communication, health-related communication in families and personal relationships, social support and caregiving, culture and health disparities, as well as interpersonal health campaigns.
- Health Communication Intervention and Message Design (COMM 4737) -- ELO 1-2
  - *Course Description:* Comm 4737 provides an overview of theory and research related to the role of mass media in promoting public health behavior change. In the course, students review theories of health behavior change and message effects, and discuss applications of these theories to media-based interventions for diverse audiences. Throughout the course students examine how theory informs practice and how research aids in theory construction and refinement.

#### Elective Courses (2)

In addition to core courses, students must take two three-hour elective courses. These courses may be taken within or outside the School of Communication. All of these courses exist currently and are taught regularly. Courses are listed by department below.

#### School of Communication

- Health Communication and New Media (COMM 4738) – ELO1-2
- Language Culture and Communication in Latino Health (COMM 2704) – ELO1-2
- Risk Communication (COMM 3332) – ELO1-2
- Crisis Communication (COMM 3333) – ELO1-2
- Communication and Decision Making (COMM 3331) – ELO1-2
- Interpersonal Communication (COMM 3620) – ELO3
- Communication in Personal Relationships (COMM 3624) – ELO3
- Contemporary Persuasion Theory (COMM 3628) – ELO1-2
- Intro to Health, Environment, Risk & Science Communication (COMM 2596) – ELO1-2
- User-Centered Communication Design (COMM 4511) – ELO1-2
- Visual Communication Design (COMM 2511) - ELO1-2

#### College of Nursing

- Evidence-based Strategies to Optimize Personal Health, Happiness and Well-being (NURSING 2102) – ELO1-3
- Introduction to Therapeutic Communication for Health Professionals (NURSING 2460 - BSN) – ELO1-3
- Dimensions of Wellness & Resilience (HWIH 2210) – ELO1-3
- Cultural Competence in Health Care: US and Global Contexts (NURSING 3430-BSN) – ELO1-3
- Cultural Competence in Health Care: US and Global Contexts Nursing Advancement (HWIH 3430 - RN to BSN) – ELO1-3

#### Health and Rehabilitation Sciences

- Medical Terminology for the Health Professions (HLTHRSC 2500) – ELO1-3
- Health Promotion and Disease Prevention (HLTHRSC 3400) – ELO1-3
- \*Evidence-based Research in Health Sciences (HTHRSC 4900.01; \*Prereq: must have taken or be currently enrolled in HLTHRSC3400) - ELO3
- \*Individual Differences in Patient/Client Populations (HTHRSC 4400.01; \*Prereq: must have been taken or be currently enrolled in HLTHRSC3400) – ELO1, ELO3
- The Role of Integrative Medicine (HTHRSC 4570.01) – ELO3

#### Sociology

- Health Disparities in Social Context (SOCIOL 5629) – ELO3
- Medical Sociology (SOCIOL 3630) – ELO3

#### College of Public Health

- Introduction to Global Public Health (PUBHLTH 2010) – ELO1-3
- The Role of Behavior in Public Health (PUBHHBP 3510) – ELO1-3

#### Department of English

- Narrative and Medicine (ENG 3361) – ELO3

#### Comparative Studies

- Cultures of Medicine (COMPSTD 3645) – ELO3

#### College of Education and Human Ecology

- Public Health and Nutrition (HUMNNTR 3704) – ELO 1-3
- Nutrition Education and Behavior Change (HUMNNTR 4504)– ELO 1-3
- Health Program Planning (KNHES 5651) – ELO 1-3
- Health Behavior Theory (KNHES 5703) – ELO 1-3
- Health Promotion Evaluation (KNHES 5704) – ELO 1-2

#### College of Medicine

- Primary Care Across Countries (MEDCOLL 4660H) – ELO3
- Sexual Orientation, Gender Identity and Health (MEDCOLL 4126) – ELO1, ELO3
- \*Concepts in Healthcare I: Humanistic and Social Issues in Medicine & Biomedical Science (BIOMSCI 4200H9) –ELO3 \*Note enrollment limited to BMS Majors only

#### Department of History

- History of Public Health, Medicine and Disease (HISTORY 2703) – ELO3
- History of Medicine in Western Society (HISTORY 2705) – ELO3
- History of Medicine and Public Health in Latin America (HISTORY 3115) – ELO3
- History of American Medicine (HISTORY 3701) – ELO3

#### Pharmacy

- Drug Use in American Culture (PHR 2367.01; 2367.02) – ELO1-3
- Generation Rx: America's Drug-Taking Culture (PHR 3420) – ELO1-3
- Understanding and Changing Vaccine Hesitancy Perspectives (PHR 5410) – ELO1-3

#### **Additional Elective Options**

In addition to the elective courses listed here, in order to maximize flexibility, students may also petition to have one relevant course fulfill one of the elective requirements for the certificate program. At the determination of the School of Communication, the content of the course must meet at least two of the learning objectives for the HCC. The petition would be reviewed by the School of Communication administration.



## Enrollment

The proposed HCC program is a Type 1b (embedded certificate for degree-seeking undergraduates currently enrolled). We plan to offer the HCC as an embedded (on-campus) program to take advantage of existing courses and infrastructure in the area of health communication across campus.

The value of this certificate program is that it will illustrate to potential employers that students have specific training in health communication. The training may be an asset to students who are interested in careers in healthcare settings. Additionally, the completion a certificate could be valuable to students who are interested in pursuing medical school or graduate studies in the areas of communication, public health, nursing or other health sciences. We are seeing increasing numbers of non-communication students in our health communication courses, and we anticipate this to continue.

**Student Interest/Demand:** We anticipate high demand for the certificate program within the School of Communication because completion of the certificate does not require students to take any additional courses beyond their normal plan of study. Furthermore, time to completion of the HCC should be rapid -- core and elective courses in the HCC are offered on a regular basis and multiple sections are often offered in a single semester. Given current enrollment in these courses (typically < 40 students), we estimate that we can accommodate an additional 30 students each semester, across courses, without the need for an increase in staffing levels.

The HCC may also be attractive to non-majors, because elective courses can be taken in departments outside of the School of Communication, including courses they may already be required to take as part of their major. For many, completion of the certificate would require only two additional courses in communication (i.e., core courses) and would provide students with greater knowledge of the theory and practice of health communication. Thus, we anticipate undergraduates in nursing, public health, allied health sciences, etc. will be interested in the certificate. We have already seen in an increase in the number of students taking courses in the SOC from outside the School over the years, and expect the HCC would increase this further.

**HCC Completion Process:** The SOC advising office will oversee administration of the HCC. Once students complete the required 4 courses (12 credit hours) with a minimum 2.0 GPA, they will submit a completion form (Appendix A) to the advising office. The advising office will work with the University Registrar to generate the certificate.

**Promotion of Certification Program:** We will reach our target audience with the help of ASC communications, as well as targeted marketing to other departments across the OSUCCC medical center (via OSU Today and other communication channels). We will leverage existing relationships with faculty and staff across campus to promote our certificate program. In particular, we will contact departments with electives listed below and work with their advising staff to promote the certificate program. Within the SOC, we will promote the certificate to undergraduates taking health-related courses in the department, place promotional materials on bulletin boards within the School, and ask advising staff to promote the certificate to our undergraduates who are already taking courses in the HCC program.

## Health Communication Certificate Rationale and Assessment Plan

The purpose of this Type 1b certificate is to provide comprehensive education on all aspects of health communication, with a particular focus on health message design, media campaign planning, and interpersonal communication in healthcare settings.

We will use several metrics to assess the certificate program:

- The first is the enrollment into the certificate program courses and the completion rate over time.
- A second metric is student performance within the program across required coursework.
- As the program is highly interdisciplinary and will draw a diverse range of students across different majors, we will also assess general academic performance within the certificate program by major to see if any adjustments to the curriculum are necessary to ensure that each expected learning outcome is met by the coursework.
- Lastly, we will administer a customized online evaluation survey to students completing the certificate to assess their experience, whether the program is meeting its stated learning objectives, and students' perceived value of the program and their plans for using knowledge obtained from the program.
- Below is the assessment plan for our required courses.

### Rationale

Upon completion of the HC certificate:

*ELO 1. Students identify and apply health communication theories and concepts to the design and execution of health communication messages for diverse audiences.*

- Topics and Readings: In Comm. 4736 lecture-discussion topics cover models of patient-provider communication, shared decision-making, informed consent, cultural competency, health literacy, social support and social networks, caregiving, role of personal relationships and families on health, family health histories, and communication issues regarding death and dying. Comm. 4737 lecture topics cover the effects of mass media on health, integrative model of behavioral prediction, states of change, the extended parallel process model, emotion and inoculation, media message evaluation, cultural and health literacy, narratives and media education, message targeting and tailoring, and social marketing. Comm. 4736 and 4737 each use individual readings and a course textbook on the course topics.
- Activities: Comm. 4736 uses class discussion, quizzes, experiential exercises, and short papers to develop students' understanding about and competence in interpersonal health communication. Comm. 4737 uses two exams, class discussions, experiential exercises, and three written assignments to train students to design a health communication campaign.

*ELO 2. Students evaluate health communication messages and interventions through the integration of communication knowledge and practice.*

- **Topics and Materials:** In Comm. 4736 applying communication knowledge to health related interactions involves analyzing patient-provider interactions with biomedical models, patient-centered models, shared decision-making, cultural competency, and translation issues; class discussions also focus on the causes of medical mistrust, how patients can become more involved, features of caregiving, how social networks facilitate health, and how we can use families to improve health. In Comm. 4737 lecture-discussions apply communication and health knowledge to topics such as learning how to evaluate media messages and design media messages that target and tailor message ideas for their intended audiences.
- **Activities:** Comm. 4736 asks students to develop an interpersonal health intervention that applies communication and health knowledge to a specific health communication problem. Comm. 4737 has students redesign media messages from a health communication using communication and health knowledge. Both assignments are assessed partly on the ability of students to understand and apply theoretical and practical knowledge to a specific health problem.

*ELO 3. Students demonstrate interpersonal communication competency across varying modalities and healthcare settings.*

- **Lecture topics and readings:** Comm. 4736 discusses a range of types of interpersonal health communication research and competencies, as related to patient-provider, intercultural and family interactions, and then focuses on the crafting of successful interpersonal interventions for health issues. Comm. 4737 focuses on mass mediated health communication campaigns, which can include interpersonal communication elements. Readings in Comm. 4736 explicate relevant interpersonal communication competencies in healthcare.
- **Activities:** In Comm. 4736 a first paper asks students to describe an experience they had interacting and communicating with a health practitioner, describe the model of communication that best describes this experience and discuss what should have been done differently to improve communication. A second paper asks students to develop an interpersonal health intervention which students present to their class at the end of the term. In Comm. 4737 students formally present their campaign design project online to and in interactions with the rest of the class. Students' interpersonal skills are also assessed in eight class discussions they have during the course.

## **Assessment**

Assessing effectiveness of the required courses on the expected learning outcomes will be conducted in the following ways:

1. ELO 1: We plan to administer pre- and post- knowledge assessments (via Carmen) to students in our two core courses each semester, to assess the extent to which they are meeting expected learning objectives. Comm. 4736 and 4737 can be assessed directly through embedded examination or quiz question and/or through students' class discussions about health communication theories discussed in class, and their ability to draft theory-based health communication messages. The learning outcome would be achieved if a minimum of 76% of the students answer the questions correctly, as they would be considered to have demonstrated their ability to understand relevant concepts

provided in the readings/lectures that would signify the achievement of Milestone (2) for ELO 1. ELO1 can also be directly assessed in Comm. 4737 in two written course assignments in which students are asked to evaluate messages in a health communication campaign using a communication theory, and then to redesign the campaign by using a the same or a new theory. A minimum of 76% of students should correctly apply concepts in their campaign/message evaluations.

2. ELO 2: Pre-post test items will be designed for the core courses to assess students' ability to evaluate the quality of a health communication message based on theory, and students' ability to develop and evaluate theory-based health communication interventions. Comm. 4736 will be assessed with students' performance on embedded quiz items along with students' ability to apply theories and concepts learned in class to their written analyses of interpersonal communication problems and to their design of specific interpersonal interventions. ELO2 will be assessed in Comm. 4737 with embedded test items, with students' media campaign message evaluations, and with students' media message redesign projects. In both classes a minimum of 76% of students integrating communication theory and health knowledge into their message analyses and designs is a direct measure of achievement of the learning outcome at Milestone (2).
3. ELO 3: Comm. 4736 can be assessed with embedded quiz questions, and the extent interpersonal concepts and competencies are understood and demonstrated in two key course papers, presentations and class interactions. Students will be assessed for their ability to evaluate an interpersonal healthcare encounter. Students' interpersonal intervention proposals will also be assessed for their interpersonal effectiveness. A minimum average score of 76% would directly mark achievement of ELO 3 Milestone (2). In Comm. 4737 students' project presentations and their participation in class discussions will be assessed for their interpersonal competence, with similar Milestone 2 expectations.

The data will be evaluated annually by the Director for Communication Undergraduate Studies and the faculty who teach the required courses in the School of Communication. The group will confer to determine if students are meeting the learning outcomes and if improvements could be made to improve the courses or assignments on the learning outcomes. These evaluations will also examine if the learning outcomes are being met regardless of the method of delivery.

SOC Health Communication Certificate Proposal 10

	<b>ASSESSMENT PLAN</b>	<b>COURE COURSES</b>	
Expected Learning Outcome	Methods of Assessment	Level of student achievement expected	Process used to review data to improve the certificate to improve student learning
<b>ELO 1</b> <i>Students identify and apply health communication theories and concepts to the design and execution of health communication messages for diverse audiences</i>	<p>Direct methods: Pre-Post embedded test questions; knowledge of theory displayed in written assignments assessed with rubric</p> <p>Indirect methods: exit survey on students' achievement of ELO1</p>	<p>The expected learning outcomes are achieved if a minimum of 76% of students answer relevant test questions correctly, and if 76% of students use theories/concepts correctly on relevant assignments. Scores signify achievement of Milestone (2).</p>	<p>The certificate data will be evaluated annually by a committee comprised of the frequent instructors of the courses and the Director for the Undergraduate Communication Program. The committee will confer to determine if students are meeting the learning outcomes and if improvements could be made to improve the required courses or assignments on the learning outcomes.</p>
<b>ELO 2</b> <i>Students evaluate health communication messages and interventions through the integration of communication knowledge and practice.</i>	<p>Direct methods: Pre-Post embedded test questions; performance on application of theory in key 4736, 4737 assignments.</p> <p>Indirect methods: exit survey on students' achievement of ELO2</p>	<p>The expected learning outcomes are achieved if 76% of students answer relevant test questions correctly, and if 76% of students apply theories/concepts thoroughly on relevant assignments. Scores signify achievement of Milestone (2).</p>	
<b>ELO 3</b> <i>Students demonstrate interpersonal communication competency across varying modalities and healthcare settings</i>	<p>Direct methods: Pre-post assessments of ability to evaluate interpersonal health communication problems, and ability to design effective interventions and present proposals effectively in 4736, 4737 class assignments.</p> <p>Indirect methods: exit survey on students' achievement of ELO3</p>	<p>A minimum of 76% for students' communicating effectively on assignments identified under ELO3. The score indicates achievement of Milestone (2).</p>	

**Appendix A**

**College of Arts and Sciences**

**Health Communication Certificate Program**

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**Student Name:** \_\_\_\_\_

**Student OSU Email:** \_\_\_\_\_

**Certificate Advisor Name:** \_\_\_\_\_

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**Required Core Courses (6 Hours)**

<b>Course (Hours)</b>	<b>Course Grade</b>	<b>Term Completed</b>
Communication 4736 (3)		
Communication 4737 (3)		

**Elective Courses (6 Hours)**

In addition, students will select two or more courses (6 credits minimum) from the approved electives (see advising sheet).

<b>Course (Hours)</b>	<b>Course Grade</b>	<b>Term Completed</b>

**Substitutions Approved:** \_\_\_\_\_

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**Certificate Advisor Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

The Ohio State University  
College of Arts and Sciences

Health Communication Certificate Program (HCCP)

School of Communication  
Advising Office, Kylie Butte  
3033 Derby Hall, 154 North Oval Mall  
Columbus, OH 43210-1339  
614-292-8444; <http://www.comm.osu.edu>

The certificate program provides a comprehensive education on health communication, including a focus on health message design, media campaign planning, and interpersonal communication in healthcare settings. Courses in the certificate program will equip students with theoretical and practical knowledge that will enable them to communicate effectively to promote health and provide high quality healthcare.

The Health Communication Certificate Program requires the completion of at least four courses for 12 credits, including two foundational courses. To declare the certificate program, students should meet with their assigned academic advisor or any advisor in the School of Communication. Any variation from the program described below needs the approval of the Director of Undergraduate Studies. Students may request approval of a certificate variation by filing a petition through the School of Communication Advising Office.

**Required foundation courses (6 credit hours)**

COMM 4736: Health Communication in Interpersonal Contexts (3)  
COMM 4737: Health Communication Intervention and Message Design (3)

**Choose at least two from these electives (6 credit hours)**

COMM 2596: Intro to Health, Environment, Risk & Science Communication (3)  
COMM 2704: Language Culture and Communication in Latino Health (3)  
COMM 2511: Visual Communication Design (3)  
COMM 3331: Communication and Decision-Making (3)  
COMM 3332: Risk Communication (3)  
COMM 3333: Crisis Communication (3)  
COMM 3620: Interpersonal Communication (3)  
COMM 3624: Communication in Personal Relationships (3)  
COMM 3628: Contemporary Persuasion Theory (3)  
COMM 4511: User-Centered Communication Design (3)  
COMM 4738: Health Communication and New Media (3)  
NURSING 2102: Evidence-based Strategies to Optimize Personal Health, Happiness and Well-being (3)  
NURSING 2460: Introduction to Therapeutic Communication for Health Professionals (3)  
HWIH 2210: Dimensions of Wellness & Resilience (3)

**Electives continued**

NURSING 3430: Cultural Competence in Health Care: US and Global Contexts (3)  
HWIH 3430: Cultural Competence in Health Care: US and Global Contexts Nursing Advancement (3)  
HLTHRSC 2400: Medical Terminology for the Health Professions (3)  
HLTHRSC 3400: Health Promotion and Disease Prevention (3)  
HLTHRSC 4900.01<sup>a</sup>: Evidence-based Research in Health Sciences (3)  
HLTHRSC 4400.01<sup>b</sup>: Individual Differences in Patient/Client Populations (3)  
HLTHRSC 4570.01: The Role of Integrative Medicine (3)  
SOCIO 5629: Health Disparities in Social Context (3)  
SOCIO 3630: Medical Sociology (3)  
PUBHLTH 2010: Introduction to Global Public Health (3)  
PUBHHBP 3510: The Role of Behavior in Public Health (3)  
ENG 3361: Narrative and Medicine (3)  
COMPSTD 3645: Cultures of Medicine (3)  
HUMNNTR 3704: Public Health and Nutrition (3)  
HUMNNTR 4504: Nutrition Education and Behavior Change (3)  
KNHES 5651: Health Program Planning (3)  
KNHES 5703: Health Behavior Theory (3)  
KNHES 5704: Health Promotion Evaluation (3)  
MEDCOLL 4660H<sup>c</sup>: Primary Care across Countries (3)  
MEDCOLL 4126: Sexual Orientation, Gender Identity and Health (3)  
BIOMSCI 4200H9<sup>d</sup>: Concepts in Healthcare I: Humanistic and Social Issues in Medicine & Biomedical Science (3)  
HISTORY 2703: History of Public Health, Medicine and Disease (3)  
HISTORY 2705: History of Medicine in Western Society (3)  
HISTORY 3115: History of Medicine and Public Health in Latin America (3)  
HISTORY 3701: History of American Medicine (3)  
PHR 2367.01; 2367.02: Drug Use in American Culture (3)  
PHR 3420: Generation Rx: America's Drug-Taking Culture (3)  
PHR 5410: Understanding and Changing Vaccine Hesitancy Perspectives (3)

Approved Elective in Student's Major: To maximize flexibility, students may also petition to have one relevant course fulfill one of the elective requirements for the certificate program. At the determination of the School of Communication, the content of the course must meet at least two of the learning objectives for the HCC. The petition would be reviewed by the administering unit (School of Communication).

<sup>a</sup> Prereq: must have taken or be currently enrolled in HLTHRSC3400.

<sup>b</sup> Prereq: must have taken or be currently enrolled in HLTHRSC3400

<sup>c</sup> The Honors (H) version of any of the above courses can be used to meet the requirements for the certificate program.

<sup>d</sup> Limited to BMS Majors only

**Health Communication certificate program guidelines**

Required for graduation: No

Credit hours required: A minimum of 12.

Overlap with the GE: A student is permitted to overlap up to 6 credit hours between the GE and the certificate program.

Overlap with degree program

• A student is permitted to overlap up to 50% of credit hours between other degree program (major, minor, other certificate, or general education) and the certificate program.

Grades required

- Minimum C- for a course to be listed on the certificate
- Minimum 2.00 cumulative point-hour ratio required for the certificate.

Certificate approval: The certificate may be approved by the student's assigned academic advisor via the Degree Audit Report (DAR). If the certificate is not complete on the DAR, the student must consult with a School of Communication advisor.

Filing the certificate program form: The certificate form must be filed at least by the time the graduation application is submitted to a college/school counselor.

Changing the certificate: Once the certificate program is filed in the college office, any changes must be approved by the School of Communication Advising Office.



# Health Communication Certificate Completion Plan

(general plan for any major)

Created 3/2020



## Sample Completion Plan

Year 1 or Year 2  
Autumn or Spring

<b>Communication 4736 or 4737</b>	3
# of Credits	3

Year 2 or 3  
Autumn or Spring

<b>Communication 4736 or 4737</b>	3
<i>Elective Offering</i>	3
# of Credits	6

Year 3 or 4  
Autumn or Spring

<i>Elective Offering</i>	3
# of Credits	3

**Required Courses**    *Elective Courses*



**THE OHIO STATE UNIVERSITY**  
COLLEGE OF ARTS AND SCIENCES

**SCHOOL OF COMMUNICATION**

# Health Communication Certificate

(general plan for any major)

The purpose of this certificate is to provide a comprehensive education on health communication, including a focus on health message design, media campaign planning, and interpersonal communication in healthcare settings. Courses in the certificate program will equip students with theoretical and practical knowledge that will enable them to communicate effectively to promote health and provide high quality healthcare.

The Health Communication Certificate Program requires the completion of at least four courses for 12 credits, including two foundational courses. To declare the certificate program, students should meet with their assigned academic advisor or any advisor in the School of Communication. Any variation from the program described below needs the approval of the Director of Undergraduate Studies. Students may request approval of a certificate variation by filing a petition through the School of Communication Advising Office.

## Required foundational courses (6 credit hours)

COMM 4736: Health Communication in Interpersonal Contexts (3)

COMM 4737: Health Communication Intervention and Message Design (3)

## Choose at least two from these electives (6 credit hours)

COMM 2596: Intro to Health, Environment, Risk & Science Communication (3)

COMM 2704: Language Culture and Communication in Latino Health (3)

COMM 2511: Visual Communication Design (3)

COMM 3331: Communication and Decision-Making (3)

COMM 3332: Risk Communication (3)

COMM 3333: Crisis Communication (3)

COMM 3620: Interpersonal Communication (3)

COMM 3624: Communication in Personal Relationships (3)

COMM 3628: Contemporary Persuasion Theory (3)

COMM 4511: User-Centered Communication Design (3)

COMM 4738: Health Communication and New Media (3)

## Additional elective options

NURSING 2102: Evidence-based Strategies to Optimize Personal Health, Happiness and Well-being (3)

NURSING 2460: Introduction to Therapeutic Communication for Health Professionals (3)

HWIH 2210: Dimensions of Wellness & Resilience (3)

NURSING 3430: Cultural Competence in Health Care: US and Global Contexts (3)

HWIH 3430: Cultural Competence in Health Care: US and Global Contexts Nursing Advancement (3)

HLTHRSC 2400: Medical Terminology for the Health Professions (3)

HLTHRSC 3400: Health Promotion and Disease Prevention (3)

HLTHRHSC 4900.01: \*Evidence-based Research in Health Sciences (\*Prereq: must have taken or be currently enrolled in HLTHRSC3400) (3)

HLTHRHSC 4400.01: \*Individual Differences in Patient/Client Populations (\*Prereq: must have taken or be currently enrolled in HLTHRSC3400) (3)

HLTHRHSC 4570.01: The Role of Integrative Medicine (3)

SOCIOL 5629: Health Disparities in Social Context (3)

SOCIOL 3630: Medical Sociology (3)

PUBHLTH 2010: Introduction to Global Public Health (3)

PUBHHBP 3510: The Role of Behavior in Public Health (3)

ENG 3361: Narrative and Medicine (3)



COMPSTD 3645: Cultures of Medicine (3)  
HUMNNTR 3704: Public Health and Nutrition (3)  
HUMNNTR 4504: Nutrition Education and Behavior Change (3)  
KNHES 5651: Health Program Planning (3)  
KNHES 5703: Health Behavior Theory (3)  
KNHES 5704: Health Promotion Evaluation (3)  
MEDCOLL 4660H: Primary Care across Countries (3)  
MEDCOLL 4126: Sexual Orientation, Gender Identity and Health (3)  
BIOMSCI 4200H9: \*Concepts in Healthcare I: Humanistic and Social Issues in Medicine & Biomedical Science  
\*Note enrollment limited to BMS Majors only (3)  
HISTORY 2703: History of Public Health, Medicine and Disease (3)  
HISTORY 2705: History of Medicine in Western Society (3)  
HISTORY 3115: History of Medicine and Public Health in Latin America (3)  
HISTORY 3701: History of American Medicine (3)  
PHR 2367.01; 2367.02: Drug Use in American Culture (3)  
PHR 3420: Generation Rx: America's Drug-Taking Culture (3)  
PHR 5410: Understanding and Changing Vaccine Hesitancy Perspectives (3)

Approved Elective in Student's Major: To maximize flexibility, students may also petition to have one relevant course fulfill one of the elective requirements for the certificate program. At the determination of the School of Communication, the content of the course must meet at least two of the learning objectives for the HCC. The petition would be reviewed by the administering unit (School of Communication).

Note: The Honors (H) version of any of the above courses can be used to meet the requirements for the certificate program

*The plan may vary depending on course offerings, any credit previously earned, individual student scheduling, major specialization selected, and major. Students are encouraged to meet with their advisor at least once per semester to discuss scheduling and ensure they are on the track they hope to be on for completing their certificate.*



**School of Communication  
Health Communication Certificate Program Proposal  
Concurrences**

College of Medicine

College of Nursing

College of Pharmacy

College of Public Health

Department of Comparative Studies

Department of English

Department of History

Department of Human Sciences, College of Education and Human Ecology

Department of Sociology

School of Health and Rehabilitation Sciences



THE OHIO STATE UNIVERSITY

Daniel M. Clinchot, MD  
College of Medicine

Vice Dean for Education  
Associate Vice President for Health Sciences Education

260 Meiling Hall  
370 West 9th Ave  
Columbus, OH 43210-1238

614-688-3104 Office  
614-292-4499 Fax

Dan.Clinchot@osumc.edu

January 31, 2020

Michael D. Slater, Ph.D.  
Director, School of Communication  
The Ohio State University  
3016 Derby Hall, 154 North Oval Mall  
Columbus, OH 43210

Dear Dr. Slater:

The College of Medicine has reviewed and fully supports the proposed interdisciplinary certificate program in Health Communication and approves offering the courses below as electives.

- Primary Care Across Countries (MEDCOLL 4660H) – ELO4
- Sexual Orientation, Gender Identity and Health (MEDCOLL 4126) – ELO2, ELO4
- Concepts in Healthcare I: Humanistic and Social Issues in Medicine & Biomedical Science (BIOMSCI 4200H9) –ELO4

Please do not hesitate to contact me if I can provide further information.

Sincerely,

Daniel M. Clinchot, M.D.  
Chair, Department of Biomedical Education and Anatomy  
Vice Dean for Education  
Associate Vice President for Health Sciences Education  
Professor of Physical Medicine and Rehabilitation

DMC:sl



**THE OHIO STATE UNIVERSITY**  
COLLEGE OF NURSING

**College of Nursing**

Newton Hall  
1585 Neil Ave  
Columbus, OH 43210

Phone (614) 292-8900  
Fax (614) 292-4535  
E-mail [nursing@osu.edu](mailto:nursing@osu.edu)  
Web [nursing.osu.edu](http://nursing.osu.edu)

December 1, 2019

W. Randy Smith, Vice Provost for Academic Affairs  
Office of Academic Affairs  
203 Bricker Hall  
190 N. Oval Mall  
Columbus, OH 43210

Dear Dr. Smith:

The College of Nursing is in full support of the proposed Health Communication Certificate provided by the School of Communication. Undergraduate HWIH, RN to BSN, and BSN program students from the College of Nursing who are enrolled in the certificate program may count certain courses towards the certificate based on the specifications of the required by the School of Communication OAA approved proposal.

Courses listed below may be considered for outside enrollment from other programs or courses that may count towards the certificate dependent on certificate specific requirements.

- **NURSING 2102 (HWIH): Evidence-based Strategies to Optimize Personal Health, Happiness and Well-being**
  - Application of evidence-based concepts and strategies to manage stress through cognitive-behavioral skills building. Strengthen resiliency, set goals, problem solve and engage in healthy lifestyle behaviors to improve personal health, happiness and well-being.
- **NURSING 2460 (BSN): Introduction to Therapeutic Communication for Health Professionals**
  - Introduction to the process of effective communication and collaboration in health care settings.
- **NURSING 3430 (BSN) – Cultural Competence in Health Care: US and Global Contexts**
  - Introduction to concepts and techniques for the provision of culturally competent care within the U.S. and across global contexts.
- **HWIH 2210 (HWIH): Dimensions of Wellness & Resilience**
  - Includes an overview of science of behavior change, dimensions of wellness, resilience concepts and professional role development.
  - Prerequisite: Enrollment in HWIH major or minor
- **Nursing Advancement 3430 (RN to BSN) – Cultural Competence in Health Care: US and Global Contexts**
  - Introduction to concepts and techniques for the provision of culturally competent care within the U.S. and across global contexts.
  - 2 credit hours, Online asynchronous

Thank you for your consideration of this collaboration between the School of Communication and the College of Nursing.

Sincerely,



Cindy Anderson, PhD, RN, APRN-CNP, ANEF, FAHA, FNAP, FAAN  
Professor and Senior Associate Dean for Academic Affairs and Educational Innovation  
Martha S. Pitzer Center for Women, Children and Youth

Copy: Dr. Wendy Bowles, Assistant Dean for Baccalaureate Programs  
Dr. Cindy Anderson, Senior Associate Dean for Academic Affairs and Educational Innovation  
Dr. Bernadette Melnyk, Dean  
Dr. Margaret Graham, Vice Dean

## Smith, Aaron

---

**From:** Kwiek, Nicole  
**Sent:** Thursday, January 30, 2020 4:27 PM  
**To:** Smith, Aaron  
**Cc:** Watkins, Katie  
**Subject:** RE: Health Comm Certificate Program\_Pharmacy

Thank you for your patience, Aaron!

The College of Pharmacy supports the creation of this new certificate program, and we are enthusiastic about the opportunities this development could bring for our Bachelor of Science in Pharmaceutical Sciences major students.

In addition to PHR3420, I do recommend the consideration of 2 other PHR-based courses:

**PHR5410, Understanding and Changing Vaccine Hesitancy Perspectives (3 cr hrs)**

Description: Vaccines are among the most significant achievements in modern medicine, providing a safe and highly effective means to prevent disease. However, an increasing number of individuals are refusing vaccination. In this course, we analyze contributing factors to the anti-vaccine movement, discuss the psychology behind vaccine hesitancy, and evaluate the implications of undervaccination on personal and public health. Students will learn and practice evidence-based approaches to effectively communicate the benefits of vaccines. Prereq: none.

**PHR2367, Drug Use in American Culture (3 cr hrs)**

Description: This course investigates a given drug by assessing its historical use, clinical properties and risks, its role in American culture, and other issues surrounding its use/abuse in the United States. Students will analyze various sources of information and effectively communicate key messages using a variety of platforms. Prereq: English 1110 or equivalent, and Soph standing. Not open to students with credit for 2367.01. GE writing and comm course: level 2.

Please let me know if you have any questions, and thank you for allowing us to offer input.

Best,  
Nicole

Nicole Cartwright Kwiek, Ph.D.  
Assistant Dean of Undergraduate Studies  
Clinical Associate Professor of Pharmacology  
Director, Generation Rx  
Ohio State University College of Pharmacy  
500 W. 12th Avenue | 136A Parks Hall  
Columbus, OH 43210  
Phone: 614-688-5951

---

**From:** Smith, Aaron <smith.1543@osu.edu>  
**Sent:** Thursday, January 30, 2020 4:09 PM  
**To:** Kwiek, Nicole <kwiek.1@osu.edu>  
**Subject:** FW: Health Comm Certificate Program\_Pharmacy



Just a reminder we are hoping for a response by Tuesday Feb. 4<sup>th</sup>. We've also heard back from other units with additional courses to add so have attached an updated proposal.

Thank you,



**Aaron Smith** Assistant to the Director

School of Communication

3016 Derby Hall | 154 N. Oval Mall Columbus, OH 43210

614-292-0451 Office | 614-292-2055 Fax

[smith.1543@osu.edu](mailto:smith.1543@osu.edu)

---

**From:** Smith, Aaron

**Sent:** Tuesday, January 21, 2020 8:47 AM

**To:** Kwiek, Nicole <[kwiek.1@osu.edu](mailto:kwiek.1@osu.edu)>

**Cc:** Slater, Michael <[slater.59@osu.edu](mailto:slater.59@osu.edu)>; Kline, Susan <[kline.48@osu.edu](mailto:kline.48@osu.edu)>; Shelly Hovick <[hovick.1@osu.edu](mailto:hovick.1@osu.edu)>

**Subject:** Health Comm Certificate Program\_Pharmacy

Dr. Kwiek,

Please find attached a letter from Dr. Michael Slater, Director of the School of Communication, with a request for support for a new Certificate Proposal in Health Communication.

Please let us know if you have any questions or feedback. It would be helpful if you could please respond by Tuesday, February 4th.

Thank you for your potential support and participation in this initiative,



**Aaron Smith** Assistant to the Director

School of Communication

3016 Derby Hall | 154 N. Oval Mall Columbus, OH 43210

614-292-0451 Office | 614-292-2055 Fax

[smith.1543@osu.edu](mailto:smith.1543@osu.edu)



Michael S. Bisesi, PhD, REHS, CIH  
Senior Associate Dean and Director, Academic Affairs  
Professor and Chair (Interim), Environmental Health Sciences  
Fellow, AIHA  
(614) 247-8290 [bisesi.12@osu.edu](mailto:bisesi.12@osu.edu)

February 7, 2020

Dr. W. Randy Smith, Vice Provost for Academic Programs  
Office of Academic Affairs  
203 Bricker Hall  
190 N. Oval Mall  
Columbus, OH 43210

Dear Dr. Smith:

The College of Public Health supports the proposed undergraduate 12-semester credit certificate in *Health Communication* to be offered by the School of Communication in the College of Arts and Sciences. The proposed curriculum includes the two courses from the College of Public Health listed below as possible selectives:

- PUBHLTH 2010 *Global Public Health* (3cr)
- PUBHHBP 3510 *The Role of Behavior in Public Health* (3cr)

The College of Public Health is pleased to offer each of these courses during both autumn and spring terms. We are considering also consistently offering during summer term. Students from the proposed certificate program are welcome to take either or both courses. In relation, the proposed program will not conflict with any programs presently offered by our College.

Although we support the proposed certificate, we are curious why this is not a minor program instead. Having stated this, there is no need for the unit to reply. We will support either an undergraduate certificate or a minor in *Health Communication* offered by the School of Communication.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael S. Bisesi', written over a white rectangular background.

Michael S. Bisesi, PhD  
Senior Associate Dean and Director, Academic Affairs

## Smith, Aaron

---

**From:** Shank, Barry  
**Sent:** Thursday, January 23, 2020 1:46 PM  
**To:** Smith, Aaron  
**Cc:** Slater, Michael; Kline, Susan; Hovick, Shelly R.; Vu, Elizabeth A.; Armstrong, Philip; Weiner, Isaac A.  
**Subject:** Re: Health Comm Certificate Program\_Comparative Studies

Dear Aaron, et al,

The department of Comparative Studies is happy to endorse this proposal for a certificate in Health Communication. We are happy to see Cultures of Medicine included in your proposal. We expect that course to be taught once per year for the foreseeable future.

We also anticipate the development of a course in Religion, Health, and Healing that might be of interest to you and your certificate. We will be back in touch once that course has been developed and entered the approval process.

Yours,  
Barry

---

**From:** "Shank, Barry" <shank.46@osu.edu>  
**Date:** Tuesday, January 21, 2020 at 12:03 PM  
**To:** "Smith, Aaron" <smith.1543@osu.edu>  
**Cc:** "Slater, Michael" <slater.59@osu.edu>, "Kline, Susan" <kline.48@osu.edu>, "Hovick, Shelly R." <hovick.1@osu.edu>  
**Subject:** Re: Health Comm Certificate Program\_Comparative Studies

Dear Aaron,

Thanks for this. You should have an answer back from us soon.

Yours,  
Barry

---

**From:** "Smith, Aaron" <smith.1543@osu.edu>  
**Date:** Tuesday, January 21, 2020 at 8:48 AM  
**To:** "Shank, Barry" <shank.46@osu.edu>  
**Cc:** "Slater, Michael" <slater.59@osu.edu>, "Kline, Susan" <kline.48@osu.edu>, "Hovick, Shelly R." <hovick.1@osu.edu>  
**Subject:** Health Comm Certificate Program\_Comparative Studies

Dr. Shank,

Please find attached a letter from Dr. Michael Slater, Director of the School of Communication, with a request for support for a new Certificate Proposal in Health Communication.

Please let us know if you have any questions or feedback. It would be helpful if you could please respond by Tuesday, February 4th.

Thank you for your potential support and participation in this initiative,



**Aaron Smith** Assistant to the Director

**School of Communication**

3016 Derby Hall | 154 N. Oval Mall Columbus, OH 43210

614-292-0451 Office | 614-292-2055 Fax

[smith.1543@osu.edu](mailto:smith.1543@osu.edu)

## Smith, Aaron

---

**From:** Slater, Michael  
**Sent:** Wednesday, January 22, 2020 3:00 PM  
**To:** Warhol, Robyn; Smith, Aaron  
**Cc:** Kline, Susan; Hovick, Shelly R.  
**Subject:** RE: Health Comm Certificate Program\_English

At present it is Columbus only, but if demand warrants it is possible we may move the key courses online and thus make them available on branch campuses. They are too specialized to have branch campus faculty handle on their own. Thanks for your support!

Mike



**Michael D. Slater**

Director  
Social and Behavioral Science Distinguished Professor  
School of Communication  
3016 Derby Hall | 154 N. Oval Mall Columbus, OH 43210  
614-292-0451 Office | 614-292-2055 Fax  
[slater.59@osu.edu](mailto:slater.59@osu.edu)

---

**From:** Warhol, Robyn <warhol.1@osu.edu>  
**Sent:** Wednesday, January 22, 2020 2:24 PM  
**To:** Smith, Aaron <smith.1543@osu.edu>  
**Cc:** Slater, Michael <slater.59@osu.edu>; Kline, Susan <kline.48@osu.edu>; Hovick, Shelly R. <hovick.1@osu.edu>  
**Subject:** Re: Health Comm Certificate Program\_English

Dear Michael,

Thanks for sending to English the plan for the Certificate Proposal in Health Communication. I checked with our Director of Undergrad Studies, the Vice Chair for Rhetoric and Composition, and the Director of the Medical Humanities minor, and all three concurred that this would be a good thing for you to offer. We had just one question: is it a Columbus-only program, or will the required courses also be available on the regional campuses?

Yours,  
Robyn



**Robyn Warhol**

Arts & Sciences Distinguished Professor and Chair of English  
Project Narrative Core Faculty  
The Ohio State University  
164 Annie and John Glenn Avenue  
Columbus OH 43210

(614) 370-4310: cell

---

**From:** "Smith, Aaron" <[smith.1543@osu.edu](mailto:smith.1543@osu.edu)>  
**Date:** Tuesday, January 21, 2020 at 8:48 AM  
**To:** "Warhol, Robyn" <[warhol.1@osu.edu](mailto:warhol.1@osu.edu)>  
**Cc:** "Slater, Michael" <[slater.59@osu.edu](mailto:slater.59@osu.edu)>, "Kline, Susan" <[kline.48@osu.edu](mailto:kline.48@osu.edu)>, "Hovick, Shelly R." <[hovick.1@osu.edu](mailto:hovick.1@osu.edu)>  
**Subject:** Health Comm Certificate Program\_English

Dr. Warhol,

Please find attached a letter from Dr. Michael Slater, Director of the School of Communication, with a request for support for a new Certificate Proposal in Health Communication.

Please let us know if you have any questions or feedback. It would be helpful if you could please respond by Tuesday, February 4th.

Thank you for your potential support and participation in this initiative,



**Aaron Smith** Assistant to the Director  
School of Communication  
3016 Derby Hall | 154 N. Oval Mall Columbus, OH 43210  
614-292-0451 Office | 614-292-2055 Fax  
[smith.1543@osu.edu](mailto:smith.1543@osu.edu)

**From:** [Levi, Scott](#)  
**To:** [Smith, Aaron](#)  
**Cc:** [Slater, Michael](#); [Kline, Susan](#); [Hovick, Shelly R.](#)  
**Subject:** Re: Health Comm Certificate Program\_History  
**Date:** Tuesday, January 21, 2020 3:08:46 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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Dear Aaron,

We're happy to approve your request, and very happy for our course to be included in your new certificate. I note that we have three additional courses that may also fit within your certificate.

2705: History of Medicine in Western Society  
3115: History of Medicine and Public Health in Latin America  
3701: History of American Medicine

Best wishes,  
Scott



**Scott Levi**

Professor and Chair

Department of History

106 Dulles Hall

230 Annie and John Glenn Avenue (17<sup>th</sup> Ave)

Columbus, OH 43210-1367

614-292-3001 Office / 614-292-2447 Office / 614-292-2282 Fax

[levi.18@osu.edu](mailto:levi.18@osu.edu) [history.osu.edu](http://history.osu.edu)

---

**From:** "Smith, Aaron" <[smith.1543@osu.edu](mailto:smith.1543@osu.edu)>  
**Date:** Tuesday, January 21, 2020 at 8:47 AM  
**To:** "Levi, Scott" <[levi.18@osu.edu](mailto:levi.18@osu.edu)>  
**Cc:** "Slater, Michael" <[slater.59@osu.edu](mailto:slater.59@osu.edu)>, "Kline, Susan" <[kline.48@osu.edu](mailto:kline.48@osu.edu)>, "Hovick, Shelly R." <[hovick.1@osu.edu](mailto:hovick.1@osu.edu)>  
**Subject:** Health Comm Certificate Program\_History

Dr. Levi,

Please find attached a letter from Dr. Michael Slater, Director of the School of Communication, with a request for support for a new Certificate Proposal in Health Communication.

Please let us know if you have any questions or feedback. It would be helpful if you could please respond by Tuesday, February 4th.

Thank you for your potential support and participation in this initiative,



**Aaron Smith** Assistant to the Director

**School of Communication**

3016 Derby Hall | 154 N. Oval Mall Columbus, OH 43210

614-292-0451 Office | 614-292-2055 Fax

[smith.1543@osu.edu](mailto:smith.1543@osu.edu)





January 27, 2020

Dear Dr. Slater:

Thank you for your request seeking concurrence for the Health Communication Certificate. The Department of Human Sciences is happy to give concurrence for this certificate. In addition to the Health Behavior Theory (KNHES 5703) course that is included as an elective, we also suggest the following courses might serve as elective options as they certainly align with the Health Communication Certificate. We have also included the frequency with which these courses are taught.

Health Behavior Theory KNHES 5703; offered yearly - Fall Semester  
Health Program Planning – KNHES 5651; offered yearly - Fall Semester  
Health Promotion Evaluation – KNHES 5704; offered yearly - Spring Semester  
Public Health and Nutrition – HN 3704; offered yearly - Fall Semester  
Nutrition Education and Behavior Change; offered yearly - Spring Semester

Yours sincerely,

H. Eugene Folden, Ph.D.  
Co-Director of Curriculum  
Associate Professor, Clinical  
Department of Human Sciences  
College of Education and Human Ecology  
1787 Neil Avenue  
129 Campbell Hall  
Columbus, OH 43210  
614-292-5676  
[Folden.1@osu.edu](mailto:Folden.1@osu.edu)

Sue Sutherland, Ph.D.  
Co-Director of Curriculum  
Associate Professor  
Department of Human Sciences  
College of Education and Human Ecology  
226A PAES Building  
305 Annie & John Glenn Ave  
Columbus, OH 43210  
614-247-6964  
[Sutherland.43@osu.edu](mailto:Sutherland.43@osu.edu)



THE OHIO STATE UNIVERSITY

**Ryan King**  
**Chair, Department of Sociology**

238 Townshend Hall  
1885 Neil Avenue Mall  
Columbus, OH 43210  
614-292-4969 Phone  
614-292-6687 Fax

King.2065@osu.edu

January 29, 2020

Dr. Michael D. Slater  
Director, School of Communication  
The Ohio State University

Dear Dr. Slater,

Thank you for sending me the School of Communication's Health Communication Certificate Program proposal. I also appreciated the summary of the program included in your letter dated January 21, 2020. The Department of Sociology supports the creation of this certificate, and we are delighted that two of our regularly offered classes (on health disparities and medical sociology, respectively) fit with the program's curriculum and goals.

Please let me know if I can provide additional information as you seek approval for this program.

Sincerely,

Ryan King  
Chair, Department of Sociology  
College of Arts and Sciences



206 Atwell Hall  
453 W. 10<sup>th</sup> Ave.  
Columbus, OH 43210

614-292-4758 Phone  
614-292-0210 Fax

<https://hrs.osu.edu/>

2/13/20

The School of Health and Rehabilitation Sciences has reviewed the proposal for the Health Communication Certificate proposed by the School of Communication. We have additionally reviewed the HRS courses listed as electives. We support this proposal and give concurrence.

Sincerely,

Marcia Nahikian-Nelms, PhD  
Professor, Clinical  
Director Academic Affairs