

## **Message Development and Delivery for Health Communication Using the Media**

This course addresses the role of communication in promoting health using the media (e.g., broadcast, print, Internet, etc.). The course links theories of persuasive communication and health behavior change with communication strategy and practice to promote and protect health. Participants will develop skills in strategic planning, audience segmentation and targeting, message development and design, and message delivery via the media. In the workshop participants will learn to critically assess mediated messages and will gain hands on experience in developing materials for their own project. Participants are encouraged to bring examples of their own creative message materials (e.g., copies of print ads, posters, radio and/or television spots, etc.) as well as communication plans for discussion and to work with during the course.

**May, 2009**

Faculty: Patricia A. Stout, Ph.D.

Dates: May 4-6, 2009 Monday-Wednesday

Location: 7000 Fannin St., Houston, Texas

UCT 20<sup>TH</sup> Floor, Suite 2090

Cost: \$450; \$350 for students