THE APPLIED LEARNING EXPERIENCE: PUTTING SKILLS INTO PRACTICE

Tufts students complete an Applied Learning Experience (ALE) in a real-world practice environment, where they demonstrate a mastery of the skills and knowledge they have gained during the course of the program.

Recent placements for the ALE include:

» Dana Farber Cancer Center
» MA Dept of Public Health
» Community Wellness at MIT
» American Stroke Association
» Harvard Pilgrim HealthCare
» Pfizer
» ABC News
» CommunicateHealth, Inc.
» Consumer Reports
» Students Against Destructive Decisions
» Refugee and Immigrant Health Program
» Tufts Medical Center Infectious Diseases Unit
» Idaho Methamphetamine Project
» Somerville-Cambridge Elder Services
» RI Task Force on Preterm Birth

"My ALE gave me insight into the complexities of working with a refugee population, including survey design, script development, and analysis of findings. It was just what I wanted in terms of getting my feet wet with community-level work."

◊ Ellyson Stout, Education Development Center

Master of Science in Health Communication

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THE TUFTS ADVANTAGE

A Master of Science in Health Communication (MS-HCOM) prepares professionals to use cutting edge, theoretically sound, science-based communication to address health problems. The Tufts curriculum includes a wide range of topics, preparing students to work in a world of rapidly evolving health information, media, and technology.

Due to the program's strong practice orientation, graduates are sought throughout the US and abroad. Alumni currently hold positions in many sectors including federal agencies, hospitals, health departments, biotech companies, foundations, publishing firms, and non-profit organizations.

» Tufts University School of Medicine is an ideal environment to study health communication, providing students with a solid foundation in science, theory, and practice, as well as the basic elements of medicine, epidemiology, and public health practice.

» With five courses dedicated to digital media and mobile health design, the MS-HCOM degree gives students the tools they need to keep pace in today's world of rapidly changing technologies and communication vehicles.

» Tufts' program, founded in collaboration with Emerson College, is one of the oldest in the country with over 20 years of experience.

» The program takes full advantage of the resources available on Boston's Health Sciences Campus, throughout Tufts University, and in the greater Boston community, a healthcare hub.

THE MS-HCOM PROGRAM

The MS-HCOM program draws students with a passion for improving lives through health communication. It attracts recent college graduates and working professionals from various disciplines.

The faculty are communication specialists and public health and medical professionals with diverse experience and interests. They are practitioners and researchers as well as highly accessible mentors dedicated to teaching and guiding students.

The program's benefits include:

» Flexibility for working students
» Small classes with individual attention
» Tailoring for personal interests
» A diverse student body and rich classroom experience
» Paid internship, teaching, and research opportunities with faculty
» A robust alumni network
» Excellent career services and networking opportunities

CURRICULUM AND LEARNING OBJECTIVES

The MS-HCOM program prepares health communicators to promote and accomplish change by:

» Understanding target audiences
» Applying theory and scientific evidence
» Developing captivating and actionable messages
» Translating complex information
» Leveraging digital strategies
» Communicating between stakeholder groups
» Applying health literacy principles
» Developing strategic communication plans

Course topics include:

» health writing
» social media
» health literacy
» social marketing
» health communication theory
» mobile health design
» digital strategies
» qualitative methods
» public relations
» epidemiology and biostatistics
» patient-provider interaction

“As far as internship and post-grad opportunities go, you can’t beat the location. Boston has everything-top hospitals, progressive non-profits, and marketing and bio-tech firms.”
◊ Sara Rattigan, Massachusetts Department of Public Health

“Everyday I take information and turn it into communication that's meaningful to physicians and consumers. Translating complex clinical information into something the public can understand and act on is an invaluable skill I gained from Tufts.”
◊ Jacqueline Lewis, Hologic Medical Devices

“The faculty at Tufts helped me discover my passion for health literacy, and helped me translate that passion into action. Now, every day I get to work for a cause I believe in.”
◊ Amy Behrens, CommunicateHealth, Inc.