What would a psychology major do with a master's degree in Health Communication?
..let's ask Kate Perch, MS'12

I developed a strong interest in writing and health behavior while working at Tufts Medical Center as a clinical research assistant. Pursuing a Master's in Health Communication (MS-HCOM) degree seemed like the perfect way to marry my creative and scientific interests.

Psychology can be applied to almost any field in which people are a central component. Understanding how people feel, what they believe, and how those feelings and beliefs influence actions is a valuable skill for a health communicator. On the job, I am always thinking about how every aspect of a person- from culture to gender to socioeconomic situation- might influence his or her health status, behavior, and lifestyle choices. This ability to think analytically helps me create messages, products, and programs that are more likely to be effective in improving health.

I use the skills I gained in the MS-HCOM program every day, from reading scientific studies to planning communication campaigns. The most important thing I learned was to ask the right questions when starting a communications project or task- Who is the audience? Why do they need our help? What do we want to happen as a result of our efforts?- and that by taking the time to think about the "who" and "why", the "what" turns out to be so much more effective.

Tufts University's Health Communication Program

You can find information on all of our educational offerings, which include a certificate program and professional development courses, on the website of Tufts' Health Communication Program. Or contact Susan S. Gallagher, MPH, Director of the MS-HCOM Program at sue.gallagher@tufts.edu, or by phone at 617.636.3539 with any questions.