



SCHOOL OF MEDICINE

Public Health & Professional  
Degree Programs

# PROFESSIONAL DEVELOPMENT IN HEALTH COMMUNICATION 2018



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Health communication is critical in today's fast changing health care landscape. With the explosion of health-related websites, social media technologies, and mobile apps, clinicians, policy-makers, and public health professionals must be well versed in effective health communication across a wide range of media and audiences. Health literacy, strategies to reach target populations, communication campaigns and promotion of behavior or policy change are all affected by these technological shifts. The Health Communication Program enables public health and health care professionals to keep pace with these changes with intensive professional development courses. These courses provide hands-on training both from Tufts faculty and professionals in the field working to develop and implement effective health communication.

## INSTITUTE FACULTY

### **Lynda Bardfield, BA**

Chief Creative Officer, Creative Conscience  
lynda@creativeconscience.net

### **Dan Childs, MA**

Managing Editor, ABC News Medical Unit  
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### **Lisa Gualtieri, PhD, ScM**

Director, Certificate in Digital Health Communication Program  
Assistant Professor, Public Health and Community Medicine  
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### **Sabrina Kurtz-Rossi, MEd**

Assistant Professor, Public Health and Community Medicine  
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### **Bradley Moore, MPH**

Adjunct Instructor, Public Health and Community Medicine  
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### **Margie Skeer, ScD, MPH, MSW**

Interim Director, Health Communication Program  
Associate Professor, Public Health and Community Medicine  
margie.skeer@tufts.edu



# COURSE OFFERINGS

## **Institute for Social Marketing**

**March 19 – March 23, 2018 (Spring)**

This course is an intense week-long learning experience that brings together academics and professionals from a variety of disciplines to learn how to apply marketing principles and innovation to behavioral and social change initiatives. Combining both theory and practice, through a global lens, the Institute will cover principles of social marketing, social and behavior change communication (SBCC), and creative development. The course looks at how to address social issues, including chronic disease prevention and management, climate change, gender-based violence, and disparities in education, in a whole new way. Participants will work in collaborative teams throughout the week, problem solving and strategizing. At week's end, teams will present their strategies, work plans, and creative visions to an actual client.

**Course Director:** Lynda Bardfield, BA

**Early Registration Discount Deadline:** February 16, 2018

**Registration Deadline:** March 16, 2018

## **Mobile Health Design (online)\***

**May 23 – June 20, 2018 (Summer Session 1)**

This online course examines the impact and potential of mobile devices and apps for health. Participants will design a pilot study for wearable activity trackers and/or smart watches to increase fitness or other health outcomes in a non-traditional population. The course considers the mobile user experience- how different populations of healthcare consumers select and use mobile devices and apps, and why they sustain or abandon use- as well as the health benefits. The course will examine the global use of mobile devices and the roles of big data and predictive analytics. All course lectures and activities will be delivered in scheduled sessions using WebEx; teams will work on the design challenge using Google+ Hangouts.

**Course Director:** Bradley Moore, MPH

**Early Registration Discount Deadline:** April 27, 2018

**Registration Deadline:** May 23, 2018

## **Medical Journalism: How to Pitch and Promote Public Health Messages**

**June 4 - June 8, 2018** (Summer Session 1)

This one-week course will introduce participants to key principles in health and medical journalism with the aim of fostering a better understanding of the processes that underlie the decisions made by news entities. Learn from the Managing Editor of the ABC News Medical Unit and distinguished guest speakers how to develop strategies that utilize the broad reach of the news media to communicate important, actionable health information to a general audience. The course will focus on crafting newsworthy angles, pitching to journalists, and leveraging the power of social media to amplify a health message. The course will be of interest to physicians, and public health and public relations professionals, who are looking to develop the skills necessary to work with the news media to broadcast positive health messages.

**Course Director:** Dan Childs, MA

**Early Registration Discount Deadline:** April 27, 2018

**Registration Deadline:** May 23, 2018

## **Health Literacy Leadership Institute**

**June 12 - June 16, 2017** (Summer Session 1)

This one-week Institute supports the work of health professionals and educators engaged in health literacy work to transform public health and healthcare delivery in the United States and across the globe. Those working to improve patient-provider communication and healthcare quality as well as those working in community and educational settings will find the Institute to be directly applicable. Peer learning and the sharing of research and best practice from professionals in the field are core components of the Institute's educational approach. Participants will work on a curriculum or educational program of their choice resulting in a final product that is current, comprehensive, informed by research, and reflective of best practice.

**Course Director:** Sabrina Kurtz-Rossi, MEd

**Early Registration Discount Deadline:** April 27, 2018

**Registration Deadline:** May 23, 2018

## **Digital Strategies for Health Communication\***

**July 16 – July 20, 2018** (Summer Session 2)

This one-week course covers how to develop and implement a digital strategy to drive a health organization's online presence, specifically the processes for selecting, using, managing, and evaluating the effectiveness of web, social media, and mobile technologies. Participants will learn how to conduct a SWOT analysis and a competitive analysis, and how to develop personas and scenarios. The course covers search and evaluation techniques. The course includes a case study for the week and hands-on team work is used to revise the digital strategy for that organization. Recent past case studies include Centers for Disease Control (CDC), Harvard Health Publications, Massachusetts Medical Society, and WebMD.

**Course Director:** Lisa Gualtieri, PhD, ScM

**Early Registration Discount Deadline:** June 1, 2018

**Registration Deadline:** July 6, 2018

# REGISTRATION

Students may take courses for graduate level credit or as non-credit. At the time of registration students must select the credit or non-credit option and cannot change status two weeks prior to the start of the course.

## For Credit

All courses are one credit. Students wishing to take the course for credit but who are not currently enrolled in one of the Tufts Public Health and Professional Degree Programs at the School of Medicine are required to apply for non-degree student status prior to registering. The application may be found at: [publichealth.tufts.edu/Admissions/Non-degree-students](http://publichealth.tufts.edu/Admissions/Non-degree-students). Students must submit the application along with unofficial transcripts or other form of degree verification for any degrees awarded. The deadline for submission of all materials for non-degree status is two weeks prior to the start of the course. Current Tufts graduate students register for the courses via the Tufts University Student Information System (SIS).

## Non-Credit

Students taking the course as non-credit must make full payment at the time of registration. Incomplete applications or those received without payment will not be processed. At the end of the course students will receive a certificate of participation or completion from the Institute but will not receive a school transcript. To register visit: [go.tufts.edu/profdev](http://go.tufts.edu/profdev)

## Tuition

Non-Credit: \$2,625; Early Registration Discount: \$2,100

Mobile Health Design (online): \$1,838; Early Registration Discount: \$1,470

For Credit: \$5,250

For on-campus courses, breakfast, lunch, and snacks are included.

**Payment Options:** Check or credit card (for non-credit tuition only). Online payment via credit card is available at [go.tufts.edu/profdev](http://go.tufts.edu/profdev).

Check payments should be made payable to Tufts College of Trustees and mailed to:

Tufts University School of Medicine  
Office of Public Health and  
Professional Degree Programs  
Attn: Janice Gilkes  
136 Harrison Avenue, M&V Suite 142  
Boston, MA 02111



## REFUNDS

Students taking the course for credit are entitled to refunds as follows, per the refund policy detailed in the Tufts Public Health and Professional Degree Programs Student Handbook.

### **Institute for Social Marketing**

- March 19th 60% tuition refund
- Thereafter: No refund

### **Mobile Health Design**

- May 23rd – May 29th: 80% tuition refund
- May 30th – June 5th: 50% tuition refund
- Thereafter: No refund

### **Medical Journalism**

- June 4th 60% tuition refund
- Thereafter: No refund

### **Health Literacy Leadership Institute**

- June 11th 60% tuition refund
- Thereafter: No refund

### **Digital Strategies for Health Communication**

- July 16th 60% tuition refund
- Thereafter: No refund

Non-credit seeking students will receive a full refund up to two weeks before the class starts. A \$100 fee will be assessed for cancellations anytime two weeks prior to the start of the class.

## CANCELLATION POLICIES

The Institute will make decisions regarding cancellation of classes due to low enrollment based on registrations received by March 12, 2018 for the spring course, May 16, 2018 for the Summer Session I courses, and July 2, 2018 for the Summer Session II course. Notification of canceled classes will be emailed to all registered students and will be posted on the Health Communication website. In order to be offered, all courses must meet the minimum enrollment level. Registered students in a course that is canceled will receive a 100% refund.

## NOTICE EQUAL OPPORTUNITY

Applicants for admission and employment, students, employees, sources of referral of applicants for admission and employment, and all unions or professional organizations holding collective bargaining or professional agreements with Tufts University are hereby notified that this institution does not discriminate on the basis of race, color, national origin, sex, age, or disability in admission or access to, or treatment or employment in its programs and activities. In addition, it is the policy of Tufts University that educational and employment decisions made by it should be based on the principle of equal opportunity. The consideration of factors such as sex, race, color, sexual orientation, national or ethnic origin, age, religion, Veterans status or disability unrelated to a person's ability, qualifications and performance is inconsistent with this policy.

## QUESTIONS

For questions regarding registration, please contact the Tufts Public Health and Professional Degree Programs Director of Enrollment Services, Janice Gilkes, at [janice.gilkes@tufts.edu](mailto:janice.gilkes@tufts.edu) or (617) 636-0935.

For course-specific information please contact that course's director.

For general information about the Health Communication Program at Tufts visit: [go.tufts.edu/healthcommunication](http://go.tufts.edu/healthcommunication), or contact Margie Skeer, Interim Program Director, at [margie.skeer@tufts.edu](mailto:margie.skeer@tufts.edu)

## HOUSING

If you are coming in from out of town and require accommodations, you may either take advantage of Tufts University housing, stay in one of several local hotels, or stay at the nearby HI-Boston, operated by Hostelling International.

### **Tufts University Housing**

Rooms will be available on the Tufts University Medford Campus (about 20 minutes from the Health Sciences Campus). Transportation is available in between campuses via public transportation or taxi. Reservations can be made on the registration page at [go.tufts.edu/profdev](http://go.tufts.edu/profdev).

### **Boston Hotels**

The Doubletree by Hilton Boston-Downtown is only a block way and offers a discount for Tufts' visitors. There are also several other hotels in the vicinity of Tufts University School of Medicine that offer discounted rates for Tufts' visitors. For more information, please visit the Tufts University Travel Website, [campustravel.com/university/tufts/visit\\_boston.html](http://campustravel.com/university/tufts/visit_boston.html), for a listing of hotels and rates. We recommend booking a room as early as possible as availability can be limited in the summer months. Be sure to mention you are a **Tufts University** visitor when making a reservation.

### **HI-Boston**

HI-Boston is a new facility offering economical, eco-friendly shared or individual accommodations to travelers from around the world. The hostel has a fully equipped kitchen and laundry room, provides bed linens at no charge and has free Wi-Fi. It is located on 19 Stuart Street, approximately one block from the Tufts Boston Health Sciences Campus. To learn more go to [bostonhostel.org](http://bostonhostel.org).



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