What role does communication play in health promotion and disease prevention?

How can we use the media to improve public health?

How can we communicate effectively and clearly about health?

What is social marketing and how can we use it effectively to promote health?

A new course in Health Communication and Social Marketing is being offered to address these questions, and to train public health professionals in the skills and knowledge needed to effectively communicate both individually and community wide about health.

Given the role of communication and messaging in society today, public health and health professionals in general must become skilled at communicating effectively and accurately about health issues with patients and the general public.

Course Specifics

**Time:** Hybrid On-line course with 3 Saturdays 9:00am to 5:00pm on 2/13 & 4/10 @ University of Delaware Wilmington Downtown Campus; 8th & King Street, and 3/13 @ TJU: Easy Online access through Sakai at UD.

**Dates:** February 13, 2010 through April 10, 2010

**Instructor:** Dr. Michael Peterson, Professor, University of Delaware

*For more information about this course contact:*
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