

Health Communication Resources

Larry Hershfield & Associates, Ltd.

hershfield.larry@utoronto.ca

larryhershfield.com

Three Health Comm Portals

- 1) The Commit Initiative
 - <http://www.comminit.com/global/spaces-frontpage>
- 2) The Health Communication Unit (THCU)
 - http://www.thcu.ca/infoandresources/health_comm_map.cfm
- 3) Atlanta Centre for Disease Control
 - <http://www.cdc.gov/healthcommunication/>

THCU on Health Communication

- Map of all health communication resources
http://www.thcu.ca/infoandresources/health_comm_map.cfm
- Health communication campaigns toolkit
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=1008
- Health communication message review criteria
- http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=56&emailID=134
- Interactive online campaign planner
<http://www.thcu.ca/infoandresources/ohc/myworkbook/login/login.asp>

THCU on Health Communication Con't

- Use of social media in health promotion (Dr. Craig Lefebvre)
 - http://www.thcu.ca/videos/new_media_webinar.htm
- Webcast: Identify your audience (1 of 7 shown)
 - <http://www.thcu.ca/videos/webcasts.htm>

THCU Transition

- Note: These are current links (July 2012). THCU services are now provided by HPCDIP at Public Health Ontario. Over time, new versions of THCU materials, as well as other resources, will appear on the PHO website, and the old links as shown in this slideshow may change or disappear. Please look for notices on the PHO website, as well as on the old THCU landing page (www.thcu.ca).

Other Launchpads

- RWJ report : A New Way to talk about BDOH
 - <http://www.rwjf.org/vulnerablepopulations/product.jsp?id=66428>
- Handbook of Health Communication
 - http://books.google.ca/books/about/Handbook_of_Health_Communication.html?id=ygcDB4CcP8IC&redir_esc=y

Foundations regarding types

Type	Key terms	Key players	Key links
Social marketing	Marketing principles, marketing mix	Kotler, Lefebvre	http://socialmarketing.blogs.com/r_c_raiig_lefebvres_social/ and the wiki http://socialmarketing.wetpaint.com/
Risk communication	Hazard, outrage, social amplification	P. Sandman, Covello, Seeger, Reynolds, Turner	http://www.psandman.com/ http://www.centerforriskcommunication.com/ http://www.comm.riskcenter.umd.edu/resources/index.html
Media advocacy	Policy, power, framing, social math	Wallack, Dorfman	http://www.bmsg.org/index.html

Foundations regarding types con't

Type	Key terms	Key players	Key links
Communication for social change	Power, community mobilization	Tufte, Waisbrod	http://www.communicationforsocialchange.org/
New media	Web 2.0, wikis, blogs, podcasts and mobile learning	Lefebvre, Jay Bernhardt	http://www.cdc.gov/healthmarketing/
Edutainment	Entertainment education	Rogers, Singhal, Johns Hopkins	http://en.wikipedia.org/wiki/Edutainment http://www.jhuccp.org/topics/enter_ed.shtml#1