

# HEALTH COMMUNICATION SUMMER INSTITUTE 2014



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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 change are all affected by these technological shifts. The Summer Institute in Health Communication enables public health and health care professionals to keep pace with these changes with intensive summer 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

### **Susan Gallagher, MPH**

Director, MS - Health Communication Program  
Assistant Professor of Public Health and Community Medicine  
Tufts University School of Medicine  
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### **Lisa Gualtieri, PhD, ScM**

Assistant Professor of Public Health and Community Medicine  
Tufts University School of Medicine  
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### **Sabrina-Kurtz Rossi, MEd**

Adjunct Clinical Instructor for Public Health and Community Medicine  
Tufts University School of Medicine  
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# COURSE OFFERINGS

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

**May 21 - June 18, 2014, 5:30 PM - 9:00 PM** (Summer Session 1)

This online course examines the potential and impact of mobile devices for health, a growing area of importance since many health organizations have or are thinking about creating apps. Students will conceptualize and design health apps that incorporate evidence-based guidelines and capitalize on the mobility, portability, and input and output capabilities of smartphones and tablets. We will consider the user experience: how healthcare consumers locate health apps and decide to download and try them; how they use health apps and why they sustain or abandon use; and studies of health benefits, focusing on how apps educate, connect, track, and remind. Included in the user experience is how to conduct a needs assessment including the impact of disabilities on mobile device use. We will examine how data collected from phones (Big Data) can be used for predictive analytics and personalization. Both healthcare and public health professionals and current Tufts graduate students are invited to enroll. All course lectures and activities will be delivered in scheduled sessions using Adobe Connect and through video and students will work in teams on a design challenge using Google+ Hangouts.

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

**Course Credits:** 1

**Tuition:** \$1,890 non-credit, \$1,512 Early Discount; \$4,664 for credit

<http://mobilehealthdesign.org/>

## **Health Literacy Leadership Institute**

**June 9 - 13, 2014, 9:00AM - 4:00PM** (Summer Session 1)

This one-week Institute will directly support 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 directly with patients or learners in educational settings will find the Institute to be directly applicable. Peer learning and the sharing of research and best practice from professionals in the fields of health and education 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

**Course Credits:** 1

**Tuition:** \$2,486 non-credit, \$1,989 Early Discount; \$4,664 for credit

<http://healthliteracyleadership.com/>

## Digital Strategies for Health Communication

July 20, 2014, 5:00 PM - 8:00 PM; July 21-25, 2014, 9:00 AM - 5:00 PM  
(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. The course teaches how to

- analyze an organization's strengths, weaknesses, opportunities, and threats (SWOT)
- conduct a needs assessment specifically persona and scenario development
- conduct a competitive analysis
- learn from these in order to develop an organization's digital strategy in support of its mission and goals using existing resources.

The course touches upon health communication theory, formative evaluation, and search engine optimization (SEO). Each year the course includes a case study for the week and hands-on team work during the course is used to revise the digital strategy for that organization. The case study for 2014 is ABCNews.com Health. Past case studies include Consumer Reports Health, Harvard Health Publications, Centers for Disease Control (CDC), and Massachusetts Medical Society.

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

**Course Credits:** 1

**Tuition:** \$2,486 non-credit, \$1,989 Early Discount; \$4,664 for credit

<http://digitalstrategiesforhealth.com/>

## 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 after May 9, 2014.

### For 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-matriculated student status prior to registering. The application may be found at: [publichealth.tufts.edu/Admissions/Non-matriculated-Students](http://publichealth.tufts.edu/Admissions/Non-matriculated-Students). In addition to a \$20 application fee, students must submit an official transcript(s) from all undergraduate and graduate course work (both degree and non-degree). The deadline for submission of all materials for non-matriculated status is May 9, 2014.

## 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: <http://publichealth.tufts.edu/mshealthcomm>

## Key Dates

April 20, 2014	Early registration discount closes for Summer Session 1
May 9, 2014	Non-matriculated student applications due; <b>application required for credit</b>
June 4, 2014	Early registration discount closes for Summer Session 2
May 20, 2014	Registration closes for Summer Session 1
July 3, 2014	Registration closes for Summer Session 2

Current Tufts graduate students register for Institute courses via the Tufts University Student Information System (SIS).

**Payment Options:** Check or credit card (for non-credit tuition only). Online payment via credit card payment is available via the Summer Institute website.

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.

### Mobile Health Design

- May 21st – May 27th : 80% tuition refund
- May 28th – June 3rd: 50% tuition refund
- Thereafter: No refund

### Health Literacy Leadership Institute

- June 9th 60% tuition refund
- Thereafter: No refund

### Digital Strategies

- July 15th 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 May 14, 2014 for Summer Session I courses and June 27, 2014 for Summer Session II courses. Notification of canceled classes will be emailed to all registered students and will be posted on the Institute's 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 course offerings, please contact the Tufts Public Health and Professional Degree Programs Registrar, Janice Gilkes at [janice.gilkes@tufts.edu](mailto:janice.gilkes@tufts.edu) or (617) 636-0935.

For course specific information please contact the specific course director.

For general information about the MS in Health Communication Program at Tufts visit: <http://publichealth.tufts.edu/mshealthcomm> or contact Susan Gallagher, Program Director, at [sue.gallagher@tufts.edu](mailto:sue.gallagher@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 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).

Reservations can be made through the Tufts University Conference Bureau website <http://ase.tufts.edu/conferences>. Guests will stay at the following address:

Carmichael Hall  
200 Packard Avenue  
Medford, MA 02155

Transportation is available in between campuses via public transportation or taxi.

### **Boston Hotels**

The Doubletree by Hilton Boston-Downtown is only a block away 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, [www.campustravel.com/university/tufts/](http://www.campustravel.com/university/tufts/), 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 brand 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 [www.bostonhostel.org](http://www.bostonhostel.org).



Public Health and Professional Degree Programs

136 Harrison Avenue

Boston, MA 02111

<http://publichealth.tufts.edu>

