

Theory III - Health Communication Campaigns

Coordinator: Prof. H. Bonfadelli, University of Zurich

This module will give an introduction into the relevant theoretical perspectives, the design of and the strategies to evaluate health communication campaigns. The premise is that the effectiveness of health communication programs can be optimized if available knowledge, based on communication research, is used. The course will give an introduction into relevant media and reception theories like theory of planned behavior, elaboration likelihood model, diffusion of innovation, knowledge gap, audience segmentation, and targeting of health messages etc. – 1.5 ECTS

Workshop Aims:

- Students know the definition and relevant dimensions of a public communication campaign; they are able to identify differences between public communication campaigns and public relations or advertising; they can provide justification for why campaigns are needed (legitimatization) and can discuss conflicts involved in the planning process of a campaign.
- Students know the basics of relevant theoretical perspectives and can apply these to health communication campaigns.
- Students are familiar with a system approach for the planning process of a campaign and can apply relevant criteria to judge the strength and weaknesses of a campaign.
- Students know how to evaluate communication campaigns and are able to develop an own evaluation concept of a campaign.

Workshop Literature

Students are assigned to read and prepare the following course readings; texts will be available as pdf files.

Introduction

- Rice, Ronald/Atkin, Charles (2001): Communication Campaigns: Theory, Design, Implementation, and Evaluation. In: Bryant, Jennings/Zillmann, Dolf (eds.): Media Effects. Advances in Theory and Research. Mahwah, N.J., pp. 427-451.

Theoretical Perspectives

- Atkin, Charles (2001): Theory and Principles of Media Health Campaigns. In: Rice, Ronald / Atkin, Charles (eds.): Public Communication Campaigns. Thousand Oaks/London/ New Delhi, pp. 49-68.
- Slater, Michael (1999): Integrating Application of Media Effects, Persuasion and Behavior Change Theories to Communication Campaigns: A Stages-of-Change Framework. In: Health Communication, 11(4), pp. 335-354.

From Theory to Campaign Practice

- Brown, Jane D. / Einsiedel Edna F. (1990): Public Health Campaigns: Mass Media Strategies. In: Ray, Eileen Berlin / Donohew, Lewis (eds.): Communication and Health: Systems and Applications. Hillsdale, N.J., pp. 153-170.
- Flay, Brian R. / Burton, Dee (1990): Effective Mass Communication Strategies for Health Campaigns. In: Atkin, Charles/Wallace, Lawrence (eds.): Mass Communication and Public Health. Complexities and Conflicts. Newbury Park/London/New Delhi, pp. 129-146.

Evaluation of Campaigns

- Valente, Thomas W. (2001): Evaluating Communication Campaigns. Rice, Ronald / Atkin, Charles (eds.): Public Communication Campaigns. Thousand Oaks/London/ New Delhi, pp. 105-124.

Workshop

- **Inputs** by Prof. Bonfadelli, questions by students
- **Case studies** by students: 4 to 5 groups à 2-3 students are formed before workshop; each group selects and prepares an existing case of a public communication campaign: aids, smoking, alcohol (BAG), Suva bike helmet etc. – What has been learned in the course is applied to the selected cases in form of discussions in the subgroup and short presentation of the groups in the plenum.

Workshop Program: Wednesday, Sept. 24th

- 8:30 – 9:30 **Input by Prof. Bonfadelli**
- Definition of Campaigns,
 - Differences: Communication campaigns vs. PR, advertising, mass media
 - Stakeholders, conflicts, legitimatization etc.
- 9:30 – 10:30 **Case Studies Work and Presentations**
- Students choose a campaign example (smoking, alcohol, aids etc.)
 - Students discuss problems of legitimatization, stakeholders, conflicts and present own case
 - Discussion of introduction text by Rice/Atkin
- 10:30 – 11:00 **Coffee break**
- 11:00 – 12:00 **Input by Prof. Bonfadelli**
- Theoretical perspectives relevant for campaign planning
- 12:00 – 13:00 **Case Studies Work and Presentations**
- Students choose several theoretical approaches and discuss applications to case
 - Students present application and consequences of theoretical approaches for campaign examples
 - Discussion of texts: Atkin & Slater
- 13:00 – 14:00 **Lunch break**
- 14:00 – 14:30 **Input by Prof. Bonfadelli**
- Applying communication theory to campaign practice
- 14:30 – 15:00 **Case Studies Work and Presentations**
- Students discuss and evaluate campaign messages on the basis of a criteria catalogue
- 15:00 – 16:00 **Input by Prof. Bonfadelli**
- Evaluation of communication campaigns
- 16:00 – 16:30 **Coffee break**