

Behavioral Science and Health Communication

Students in the Behavioral Science and Health Communication concentration at Tufts learn a solid foundation in the science, theory, and practice of effective health promotion and health communication in a population-based environment. If you are interested in how writing and journalism, digital media, and other communications tools can be used to educate people and to change health-related behavior in a wide variety of communities and populations, this concentration is a good fit for you.



Required Courses

- Communication Theory: From Principles to Practice
- Program Planning for Public Health Interventions
- Social Marketing

You will learn to...

- Explain how to use theory in the development of health promotion interventions.
- Describe approaches to community-engaged public health practice.
- Use insights from qualitative and quantitative evidence to develop health messages or interventions.
- Describe how audience segmentation is used in health communication to increase message effectiveness.
- Apply communication theory to the development of persuasive messages.

Sample Elective Options

- Community and Public Health Nutrition
- Medical Journalism
- Patient-Provider Interaction
- Qualitative Tools for Public Health Research & Programs
- Snort, Swallow, Smoke: Drugs and Behavior
- Survey Research Methods and Data Management
- Using Digital Technology to Reach Health Consumers



Sample Applied Learning Experience Projects

- John Snow, Inc., "Sharing Stories From the Field: Presenting What Works in Youth HIV Podcast"
- Lahey Hospital and Medical Center, "Application of a Plain Language Framework and Adult Learning Theory to the Development of Patient Education Materials and Health Literacy Training"
- Betsy Lehman Center for Patient Safety, "How to Develop a Patient Safety Plan: An Online Tool for Reducing Patient Harm in MA"
- Massachusetts Department of Public Health, "Improving the Communication Materials of a Clinical Research Education and Support Program for Lupus Patients"
- Namibia Ministry of Health & Social Services, "Application of the Theory of Planned Behavior in the Development of Culturally-appropriate Nutritional Curriculum for Community Adherence Clubs in Oshana region, Namibia"

Career Path Examples

Career Services in the Tufts Public Health programs is here to support you for more than just your first post-graduate job. We understand that a public health career can take many paths, and our comprehensive career advising focuses on your long-term development, helping you to expand experience and build credentials for future promotions, career changes, and leadership roles. The following chart gives sample job titles and employers at different stages of a prospective career in Behavioral Science and Health Communication.

Behavioral Science

Director, Non-Profit

Program Director, Public Health

Behavioral Science Lecturer, Academia

Behavioral Science Sr. Manager, Pharmaceutical Company

Behavioral Scientist, CDC

Health Communication

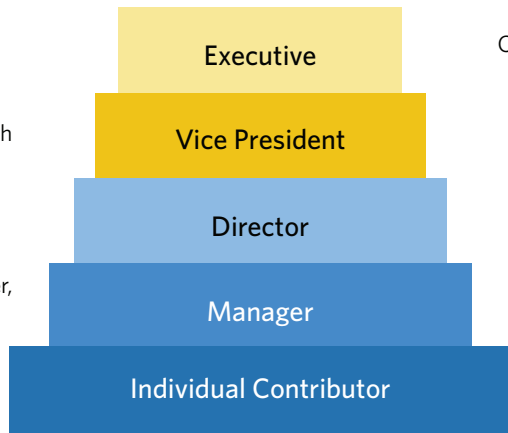
Communications Director, CDC

Media Relations Sr. Director, Insurer

Communications Director for Population Health, Hospital

Communications Manager, Local Public Health

Social Media Specialist, Non-Profit



Hierarchy of Job Titles