



Can I earn a degree in health communication?

Dominican University is one of the first universities in the state of Illinois to offer a four-year health communication bachelor of arts degree. Students can earn a health communication major or minor in Communication Arts and Sciences in the Rosary College of Arts and Sciences.

Health Communication: Your Questions Answered!



DOMINICAN UNIVERSITY
Where Learning Demands More



What is health communication?

According to the Centers for Disease Control, Health Communication “is the study and use of communication strategies to inform and influence decisions and actions to improve health.”

Traditional models of producing health education material (developed between 1940-1990) were found to be insufficient in driving health behavior. Although people understood the behavior that caused disease, that behavior was not changed.

Message alone was not enough.

Those involved in delivering health information began aggressively turning to communication scholars to help. Healthcare professionals even sought advanced degrees in the communication arts and sciences. By the late 1970s the National Communication Association recognized the health communication as a discipline. It is now the largest and fastest growing interest group of the organization.



According to the National Communication Association Health Communication Division, "Health communication scholars can be found interviewing patients and providers, studying the adoption of e-health systems, developing and evaluating health campaigns, and spanning the globe . . . to better understand the challenges and opportunities for communicating health information."



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What kinds of jobs would I be qualified to apply for if I graduated with Health Communication degree?

A Bachelor of Arts in health communication prepares you for jobs across many job sectors that support health care. According to the United States Bureau of Labor Statistics, jobs in health communication related sectors are predicted to grow through 2028. Careers in health communication include:

- Health Promotion Program Coordinator
- Health Communication Specialist
- Healthcare Marketing Associate
- Patient Advocate
- Health Content Copy Writer
- Public Relations Specialist
- Public Health Program Manager
- Medical Journalist
- Community Health Program Manager
- Healthcare Social Media Specialist
- Healthcare Research Associate
- Health Educator
- Hospital Administrator
- Health Product-Related and Pharmaceutical Sales

What kinds of things would I do in a health communication class?

In health communication classes you will learn to:

- Develop a public health campaign for Dominican students;
- Translate complicated scientific language for most people to read and understand;
- Evaluate and plan responses for high-risk communication situations such as disaster relief or other emergencies;
- Appreciate health literacy and health disparities through research projects, civic learning opportunities, and more;
- Investigate the health communication processes by interviewing providers, peers, and more.