Health communication

Health Communication is the science and practice of communicating health promotional information, such as public health campaigns, health education, and between physician and patient. The purpose of disseminating health information is to influence personal health choices by improving health awareness.

Definition and origin

Health communication is an area of research that focuses on the scope and consequences of meaningful expressions and messages in health and healthcare situations or circumstances. Health communication is considered an interdisciplinary field of research, encompassing medical science, public health and communication. The term "health communication" was used in 1961 when the National Health Council organized the National Health Forum to discuss the challenges of communicating health information (Helen, 1962).

The term was reused in 1962 when Surgeon General Luther Terry held a health communication conference to discuss how various techniques could make health information available to the public (US Department of Education and Healthcare, 1963). The term was adopted by members of the interest group at ICA, International Communication Association in 1975. Health communication research covers the development of effective health messages, the dissemination of health-related information through broadcast, print and electronic media, and the role of interpersonal relationships in health communities. At the heart of all communication is the idea of health and an emphasis on health.

Tests

There are many purposes and reasons why health communication research is important and how it improves the healthcare field. Healthcare professional or HCP training programs can be adapted and developed based on research on health communication. (Atkin & Silk, 495) Due to the diverse culture that makes up the patient population in the healthcare field, communication with other cultures was taught and the focus was on healthcare training classes. Research suggests that non-verbal and verbal communication between healthcare professionals and the patient can lead to improved patient outcomes. According to Atkin and Silka on page 496, some health care facilities, such as hospitals, provide patients with training and educational materials. Hospitals that do this aim to empower patients to get better outcomes through better communication skills.

Over the years, a lot of research has been done on health communication. For example, scientists want to know whether people are more effectively motivated by positive news or negative news. Scientists study ideas such as how people are more motivated by ideas of wealth and security or the idea of disease and death.

Scientists investigate which dimensions of persuasive stimuli have the greatest impact: physical, or economic, psychological, moral or social health. (Atkin & Silk, 497) The Impact of the Health Campaign - After conducting and analyzing research into the effects of health communication, it can be concluded that a health information campaign that requires a behavior change results in a desired behavior change in about 7% -10% or more of people on the campaign page than those in the control group. Also, the effects of adopting a new behavior are stronger than discontinuing the current behavior, higher by about 12%. In assessing how affective a health campaign is, a key determinant is the degree of audience perception, the quality and quantity of the message, the distribution channels, and the wider communication environment.