

## **Designing Health Messages to Promote Social Change**

Susan Kahlenberg\*

This article explores course design in *Health Communication* as taught in an undergraduate liberal arts college setting. The course fuses social justice, public health, and health promotion techniques and orientations to encourage active learning and promote social change. The course is organized around three central areas of scholarship: (1) media systems and health related content; (2) health promotion; and (3) curriculum design. A variety of theoretical, methodological, and pedagogical practices are examined to demonstrate how course-learning goals are achieved. A case study of the conceptualization, design, and implementation of a public information campaign on social smoking is also introduced. *[Article copies available for a fee from The Transformative Studies Institute. E-mail address: journal@transformativestudies.org Website: <http://www.transformativestudies.org> ©2012 by The Transformative Studies Institute. All rights reserved.]*

**KEYWORDS:** Health Communication, Social Justice, Campaigns, Health Promotion.

### **INTRODUCTION**

The following article explores course design of *Health Communication*, a course taught in an undergraduate liberal arts college, satisfying both communication major and public health minor course requirements. The

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