

DATE

July 25-27, 2018

VENUE

JJ Pickle Commons Learning Center
10100 Burnet Rd., Bldg. 137 Austin, TX 78758

**Health Communication as a Tool
to Improve Public Health**
(1.5 CEU)

Presented by:

Jessica Hughes Wagner, MPH, MCHES

Jessica's background includes an array of experiences in public health, health communication, and advertising. Jessica's career has included time at Sherry Matthews Advocacy Marketing and Ogilvy Public Relations. Her first post at UT was as director of the University Health Services Office of Health Promotion, where her team developed programs, policies, and health communication campaigns to support the health of UT students. In her current role with the UT Center for Health Communication, Jessica plans and executes the CHC mission of advancing evidence-based health communication research, education, and community involvement. Current projects include work with UT System on their Eliminate Tobacco Use initiative, promotion of the Texas Prescription Monitoring Program with the Department of State Health Services, and a new project with colleges around the state to develop health communication messages to address the intersection of alcohol and sexual consent. Jessica received her undergraduate degree from the University of North Carolina at Chapel Hill, with dual degrees in Journalism and Mass Communication and Anthropology. Jessica later returned to UNC-Chapel Hill, where she received her Master of Public Health degree with a focus in health communication from the Gillings School of Global Public Health.

Course Description

The presentation will include an overview of the UT Center for Health Communication, including a description of current programs and projects. We will briefly discuss how health communication can be a tool to change health behaviors, and in turn, public health. Some health communication tools will be reviewed for application by attendees in their professional roles.

Objectives

1. Understand the Center for Health Communication's mission
2. Recall how health communication strategies were applied to 1-2 case study examples
2. Describe 2-3 health communication planning tools

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