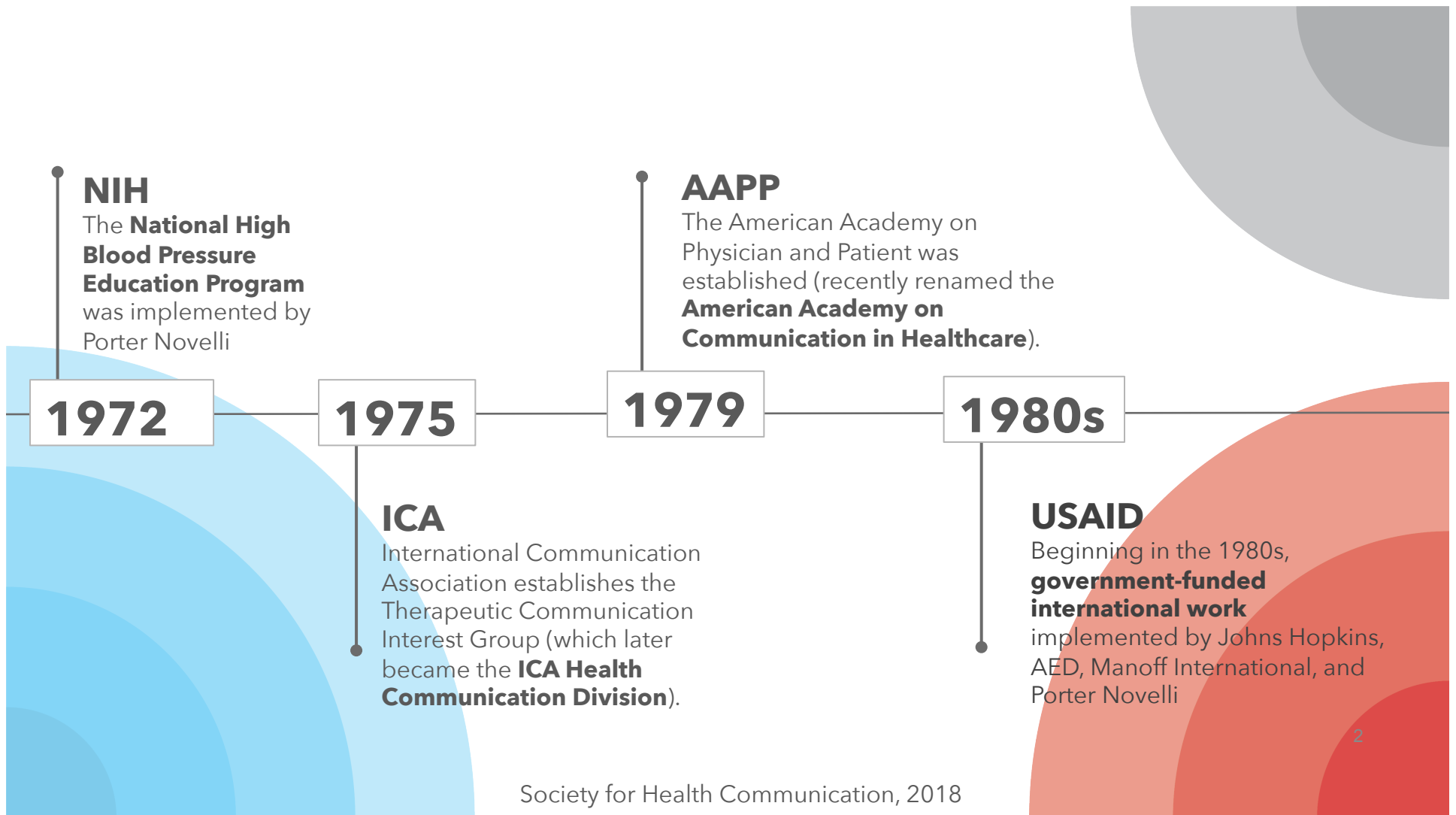


HEALTH COMMUNICATION:

ITS HISTORY AND FUTURE

Society for Health Communication, 2018



HCOM TEXTBOOK

Health Communication textbooks begin appearing: Kreps & Thorton (1984), Sharf (1984), and Northhouse & Northhouse (1985).

1984

1985

NCA

NCA forms the Commission for Health Communication (which later become NCA Health Communication Division).

AIDSCOMM

USAID funded a 24 million dollar, 6-year project with AED to promote worldwide solidarity in the fight against HIV/AIDS.

1987

1989

JOURNAL

1st peer reviewed journal devoted to health communication published, *Health Communication*.

KENTUCKY CONFERENCE

The 1st Kentucky Conference in Health Communication, Persuasive Communication and Drug Abuse Prevention, was held with funding from the National Institute on Drug Abuse (NIAID).

Society for Health Communication, 2018

1989

NCI Pink Book First Published

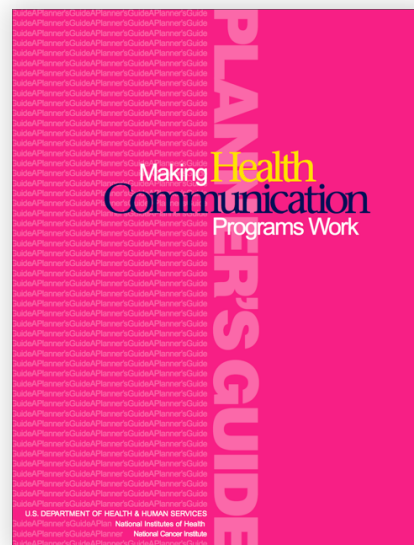
The Pink Book builds on the Blue Booklet and the Purple Booklet, titled “Making PSAs Work”

1990s

NCI Funds Health Communication Research

NCI awards R01 grants and center grants to support health communication research. Awards went to University of Michigan, University of Wisconsin, University of Pennsylvania, University of St. Louis/ Washington University.

Society for Health Communication, 2018



“During the 25 years that NCI has been involved in health communication, ongoing evaluation of our communication programs has **affirmed the value of using specific communication strategies to promote health and prevent disease.**”

SM CONFERENCE

Sponsored by USF Health, the first USF Social Marketing Conference is held.

HIV Prevention Marketing Initiative

HHS-funded program to curb risky behavior in young adults.

1993

1994

SM QUARTERLY

Social Marketing Quarterly begins publication. It is published by Sage Publications in association with FHI360.

1995

TUFTS & EMERSON

Undergraduate and graduate health communication majors begin to be offered with Tufts University School of Medicine and Emerson College jointly launching the first MS in health communication

1996

JOURNAL

The Journal of Health Communication begins publication.



HCWG

The Health Communication Working Group (HCWG) is established in the American Public Health Association

1998

1999

CDC

CDC officially establishes health communication as a job series.

HCIRB

The NCI created the Health Communication and Informatics Research Branch in the Division of Cancer Prevention and Control.

JMIR

The Journal of Medical Internet Research is created to study internet-based health research.

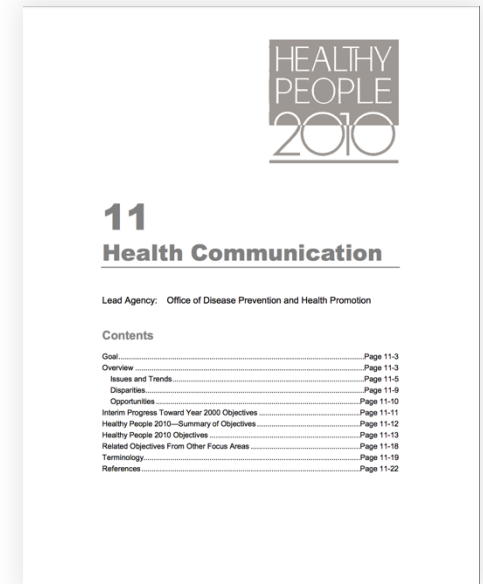
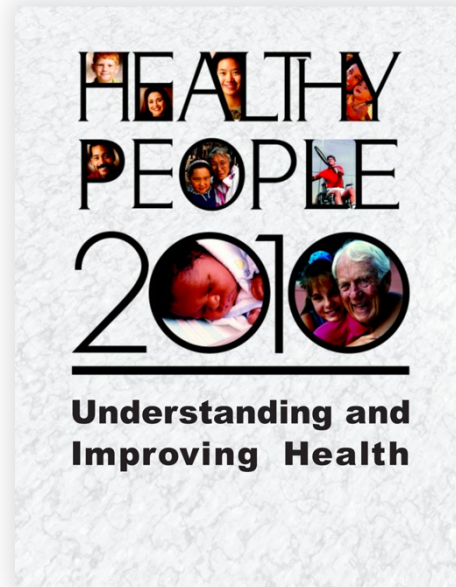
HCIRP

NCI created the Health Communication Intervention Research Branch, starting the HINTS research program and funding many multi-year health communication research projects

2000

Health Communication
Chapter Included in **Healthy
People 2010**

Society for Health Communication, 2018



2001

VERB CAMPAIGN

Congress appropriated \$125M to CDC to create a national media campaign to change children's health behaviors.

2002

HINTS

NCI created the Health Information National Trends Survey (HINTS) biennial national survey of health information seeking.

2003

CECCR

NCI announced establishment of four Centers of Excellence in Cancer Communication Research (CECCRs) providing five year funding for research centers.

2004

CHC

The Coalition for Health Communication (CHC) is established to advance health communication with the ICA and NCA Health Comm Divisions and the APHA Health Comm Working Group

Society for Health Communication, 2018

NCHM

The CDC launches the National Center for Health Marketing (NCHM) for conducting and advancing health communication research, practice, and partnerships.

2005

2006

CENTERS FOR EXCELLENCE

CDC NCHM awards funding to three Centers of Excellence in Health Marketing and Health Communication: University of Connecticut, University of Georgia, University of Washington.

CHC NCHM

CHC NCHM launches the annual National Conference on Health Communication, Marketing, and Media.

2007

2008

JCH

Journal of Communication in Healthcare launched.

SPM

The Society for Participatory Medicine is established to promote participatory medicine by and among patients, caregivers and their medical teams.

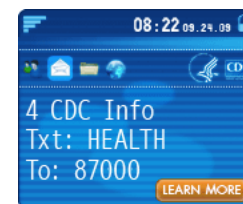
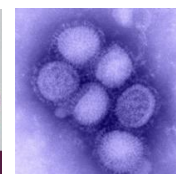
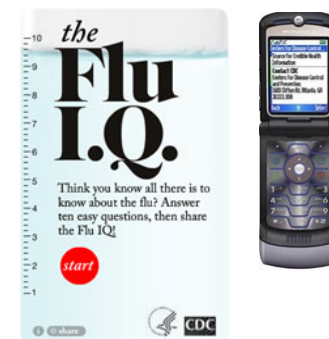
2009

Society for Health Communication, 2018

2009

H1N1 Flu Pandemic first to use Social, Streaming, & Mobile Media

Society for Health Communication, 2018



HEALTHY PEOPLE

Health Communication included in Healthy People 2020

2010

2012

CDC CAMPAIGN

CDC launches the Tips from Former Smokers campaign.

2014

CHC

Center for Health Communication created at The University of Texas at Austin

2015

GHCJ

Global Health Communication journal launched.

HCCC

Johns Hopkins' Center for Communication Programs launched Health Communication Capacity Collaborative.

Society for Health Communication, 2018

2016

Society for Health Communication was established to unify us across various industries and unite us behind one vision.

Society for Health Communication, 2018



www.HCsociety.org

Health Communication Scholarship (was) Growing



Publications per year with "health communication" in title or abstract per Google Scholar



Health Communication and Health Information Technology Priorities

Limited mention of Health Comm in
Healthy People 2030

HC/HIT-1

Improve the **health literacy** of the population

HC/HIT-2

Increase the proportion of persons who report that their health care providers have **satisfactory communication skills**

HC/HIT-9

Increase the proportion of online health information seekers who report **easily accessing health information**

HC/HIT-12

Increase the proportion of **crisis and emergency risk messages** intended to protect the public's health that demonstrate the use of best practices

WHAT IS HEALTH COMMUNICATION TODAY?

Health communication is the science and art of using effective communication to advance the health and well-being of people and populations (SHC, 2017)

Health communication is a multidisciplinary field of study and practice that applies evidence, strategy, theory, and creativity to promote behaviors, policies, and practices that advance the health and well-being of people and populations (SHC, 2017)

WHAT WILL HEALTH COMMUNICATION BE **TOMORROW?**