



## UNSW Course Outline

# DIET2005 Health Communication - 2024

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## General Course Information

**Course Code :** DIET2005

**Year :** 2024

**Term :** Term 2

**Teaching Period :** T2

**Is a multi-term course? :** No

**Faculty :** Faculty of Medicine and Health

**Academic Unit :** School of Health Sciences

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Why do some people ignore health messages? Why do people lie out in the sun or eat junk food?

Why do some people choose to be vaccinated and others refuse? How do health professionals counter fake news? It is vital that health professionals of all backgrounds are well trained in the

art of transforming complex scientific health information into accurate yet accessible and persuasive health messages. In this course, you will learn how to understand an audience's needs and develop health information that meets those needs so that your messages are impactful and memorable. The course will consist of 3 modules: understanding the needs and wants of your audience, crafting an impactful and memorable message, and delivering your message.

## Course Aims

Communicating scientific health information to individuals and populations that is accessible, clear and impactful is a key skill for health professionals. This course aims to develop your skills in effective written and oral communication in a range of mediums that will enable you to deliver health messages to a variety of audiences.

## Relationship to Other Courses

**Assistance with progression checking:**

If you are unsure how this course fits within your program, you can seek guidance on optimising your program structure from staff at the [Nucleus Student Hub](#).

Progression plans for UNSW Medicine and Health programs can be found on the [UNSW Medicine & Health website](#).

# Course Learning Outcomes

Course Learning Outcomes
CLO1 : Analyse the requirements for effective oral and written communication
CLO2 : Demonstrate effective written and verbal communication skills to assess and convey clear health messages by examining different forms of media
CLO3 : Demonstrate understanding of the health communication needs of diverse audiences, including those living with disability, Indigenous, culturally and linguistically diverse backgrounds, and/or people with different levels of education
CLO4 : Develop and deliver a variety of health education resources and key messages to meet the needs of a diverse audience
CLO5 : Critically analyse the perspective and agenda of negative or misleading health messages to design and deliver health information to counter them using evidence-based sources

Course Learning Outcomes	Assessment Item
CLO1 : Analyse the requirements for effective oral and written communication	<ul style="list-style-type: none"><li>Health Communication Needs Analysis</li></ul>
CLO2 : Demonstrate effective written and verbal communication skills to assess and convey clear health messages by examining different forms of media	<ul style="list-style-type: none"><li>Nutrition or Health Campaign Key Messages</li><li>Communication Campaign Outputs and Written Justification</li></ul>
CLO3 : Demonstrate understanding of the health communication needs of diverse audiences, including those living with disability, Indigenous, culturally and linguistically diverse backgrounds, and/or people with different levels of education	<ul style="list-style-type: none"><li>Health Communication Needs Analysis</li><li>Nutrition or Health Campaign Key Messages</li></ul>
CLO4 : Develop and deliver a variety of health education resources and key messages to meet the needs of a diverse audience	<ul style="list-style-type: none"><li>Communication Campaign Outputs and Written Justification</li><li>Nutrition or Health Campaign Key Messages</li></ul>
CLO5 : Critically analyse the perspective and agenda of negative or misleading health messages to design and deliver health information to counter them using evidence-based sources	<ul style="list-style-type: none"><li>Communication Campaign Outputs and Written Justification</li><li>Nutrition or Health Campaign Key Messages</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

# Learning and Teaching in this course

All course materials and course announcements are provided on the course learning management system, Moodle (or Open Access).

By accessing and using the ICT resources provided by UNSW, you are agreeing to abide by the '[Acceptable Use of UNSW ICT Resources](#)' policy particularly on respect for intellectual property and copyright, legal and ethical use of ICT resources and security and privacy.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Health Communication Needs Analysis Assessment Format: Individual Short Extension: Yes (2 days)	35%	Start Date: Not Applicable Due Date: 14/06/2024 05:00 PM
Nutrition or Health Campaign Key Messages Assessment Format: Individual Short Extension: Yes (2 days)	35%	Start Date: Not Applicable Due Date: 12/07/2024 05:00 PM
Communication Campaign Outputs and Written Justification Assessment Format: Group	30%	Start Date: Not Applicable Due Date: 09/08/2024 05:00 PM

### Assessment Details

#### Health Communication Needs Analysis

##### Assessment Overview

This task assesses your understanding and application of Module 1 (Understanding your audience). Based on your knowledge developed in DIET2001 and DIET2003, you will conduct a needs analysis for a specific population from a set list. You will be required to appraise the needs of the population based on evidence and complete a SWOT analysis using the template provided (see assessment hub).

This assessment is due early in the term. You will receive feedback on this task within 10 working days of submission which you may use to complete Assessments 2 and 3.

##### Course Learning Outcomes

- CLO1 : Analyse the requirements for effective oral and written communication
- CLO3 : Demonstrate understanding of the health communication needs of diverse audiences, including those living with disability, Indigenous culturally and

linguistically diverse backgrounds, and/or people with different levels of education

#### Detailed Assessment Description

Detailed information about this assessment will be provided on the course Moodle page

#### Assessment Length

1000 words

#### Submission notes

Refer to Moodle for submission information.

#### Assessment information

SIMPLE EDITING ASSISTANCE using AI (Artificial Intelligence)

For this assessment task, you may use AI-based software to research and prepare prior to writing your assessment. You are permitted to use standard editing and referencing functions in word processing software [e.g. MS Word or Grammarly] this is limited to spelling and grammar checking and reference citation generation in the creation of your submission. You must not use any functions that generate or paraphrase passages of text, whether based on your own work or not.

Please note that your submission will be passed through an AI-generated text detection tool. If your marker has concerns that your answer contains passages of AI-generated text you may be asked to explain your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

#### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

### **Nutrition or Health Campaign Key Messages**

#### Assessment Overview

This task assesses your understanding and application of Module 2 (Crafting a health or nutrition message). From assessment 1, form key messages for a theoretical campaign. Include your proposed strategy across a variety of media and other communication opportunities. Plan ahead for defence of the campaign messages (using evidence) due to the public responses to your campaign.

This assessment is due mid way through the term. You will be provided feedback on this task within 10 working days of submission which you may use to complete Assessment 3.

### **Course Learning Outcomes**

- CLO2 : Demonstrate effective written and verbal communication skills to assess and convey clear health messages by examining different forms of media
- CLO3 : Demonstrate understanding of the health communication needs of diverse audiences, including those living with disability, Indigenous culturally and linguistically diverse backgrounds, and/or people with different levels of education
- CLO4 : Develop and deliver a variety of health education resources and key messages to meet the needs of a diverse audience
- CLO5 : Critically analyse the perspective and agenda of negative or misleading health messages to design and deliver health information to counter them using evidence-based sources

### **Detailed Assessment Description**

Detailed information about this assessment will be provided on the course Moodle page

### **Assessment Length**

2000 words

### **Submission notes**

Refer to Moodle for submission information.

### **Assessment information**

SIMPLE EDITING ASSISTANCE using AI (Artificial Intelligence)

For this assessment task, you may use AI-based software to research and prepare prior to writing your assessment. You are permitted to use standard editing and referencing functions in word processing software [e.g. MS Word or Grammarly] this is limited to spelling and grammar checking and reference citation generation in the creation of your submission. You must not use any functions that generate or paraphrase passages of text, whether based on your own work or not.

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### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

## Communication Campaign Outputs and Written Justification

### Assessment Overview

This task assesses your understanding and application of Module 3 (Delivering a health message). This task builds on work completed in Assessment 1 and 2 and will be in pairs. Based on the needs analysis of the agreed population, and the key messages and strategy previously outlined, you will be required to produce 2 communication outputs (1 written and 1 oral). These will provide accurate and engaging health information and counter misinformation. Students may select from infographics, podcasts, news article, radio segment, or a series of social media posts. You will also need to write a 1000 word brief which justifies each communication output developed and how you have taken audience requirements into account.

This assessment is due late in the term. Your pair will be provided with feedback on this task within 10 working days.

### Course Learning Outcomes

- CLO2 : Demonstrate effective written and verbal communication skills to assess and convey clear health messages by examining different forms of media
- CLO4 : Develop and deliver a variety of health education resources and key messages to meet the needs of a diverse audience
- CLO5 : Critically analyse the perspective and agenda of negative misleading health messages to design and deliver health information to counter them using evidence-based sources

### Detailed Assessment Description

Detailed information about this assessment will be provided on the course Moodle page

### Assessment Length

One written media, one oral form of media and 1000 word written justification.

### Submission notes

Refer to Moodle for submission information.

### Assessment information

SIMPLE EDITING ASSISTANCE using AI (Artificial Intelligence)

For this assessment task, you may use AI-based software to research and prepare prior to writing your assessment. You are permitted to use standard editing and referencing functions in

word processing software [e.g. MS Word or Grammarly] this is limited to spelling and grammar checking and reference citation generation in the creation of your submission. You must not use any functions that generate or paraphrase passages of text, whether based on your own work or not.

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#### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

## **General Assessment Information**

Detailed instructions regarding assessments for this course are provided on the course Moodle page (or Open Learning).

For student information on results, grades, and guides to assessment see: <https://student.unsw.edu.au/assessment>

#### **Grading Basis**

Standard

#### **Requirements to pass course**

In order to pass this course students must:

- Achieve a composite grade of at least 50 out of 100
- Attend at least 80% of classes
- Meet any additional requirements specified in the assessment details section and on Moodle.

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	What makes for effective communication? Traditional and emerging forms of communication Communicating for individuals vs. communication for the masses
	Workshop	Map the Nutrition Communications landscape Case study examples: analysing effective and ineffective health campaign and communication examples
Week 2 : 3 June - 9 June	Lecture	Understanding audience needs and expectations: literacy, disability, sociocultural norms
	Workshop	Conduct a needs analysis to understand what your audience needs
Week 3 : 10 June - 16 June	Lecture	Ethical Marketing tactics and branding
	Workshop	Your personal brand
Week 4 : 17 June - 23 June	Lecture	The media agenda: interview basics Preparing key messages for different communication forms
	Workshop	Crafting key messages Preparation for an interview
Week 5 : 24 June - 30 June	Lecture	Managing misinformation
	Workshop	Critiquing the oppositions nutrition and health messages and counter negative or misleading messages
Week 7 : 8 July - 14 July	Lecture	Media training: how to develop accessible, effective and memorable written health messages using traditional forms
	Workshop	Media training: how to present yourself on TV and radio; crafting soundbites
Week 8 : 15 July - 21 July	Lecture	Written and visual: Developing posters, infographics, PowerPoint, policy briefs
	Workshop	Media training: how to present yourself on TV and radio; crafting soundbites
Week 9 : 22 July - 28 July	Lecture	Written and visual: effective nutrition science communication
	Workshop	Written and visual: crafting social media posts
Week 10 : 29 July - 4 August	Lecture	Measurement and evaluation
	Workshop	Visual and oral media: how to use podcasts

## Attendance Requirements

Students are expected to attend all scheduled clinical, laboratory and tutorial classes. An *Unsatisfactory Fail (UF)* may be recorded as the final grade for the course if students fail to meet the minimum requirement of 80% attendance for clinical, laboratory and tutorial classes (unless otherwise specified on Moodle). Course attendance expectations are determined by the requirements of the program accrediting body. Where a student is unable to attend, they are advised to inform the course convenor as soon as possible but no later than 3 days after the scheduled class and, where possible, provide written documentation (e.g. medical certificate) to support their absence.

## General Schedule Information

The times and locations of classes can be found on [myUNSW](#) under Class Timetable.

The expected engagement for all UNSW 6UOC courses is 150 hours per term. This includes

lectures, tutorials, readings, and completion of assessments and exam preparation (if relevant).

# Course Resources

## Recommended Resources

Recommended resources for this course are provided on the course Moodle page.

## Course Evaluation and Development

Student feedback is taken seriously, and continual improvements are made to the course based, in part, on such feedback.

We use student feedback from myExperience surveys to develop and make improvements to the course each year. We do this by identifying areas of the course that require development from both the rating responses and written comments. Please spare a few minutes to complete the myExperience surveys for this course posted at the top of the Moodle page at the end of term.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Sara Grafenauer					Yes	Yes

## Other Useful Information

### Academic Information

As a student of UNSW Medicine & Health you are expected to familiarise yourself with the contents of this course outline and the UNSW Student Code and policies and procedures related to your studies.

### Student Code of Conduct

Throughout your time studying at UNSW Medicine & Health, you share a responsibility with us for maintaining a safe, harmonious and tolerant University environment. This includes within the courses you undertake during your degree and your interactions with the UNSW community, both on campus and online.

The [UNSW Student Code of Conduct](#) website provides a framework for the standard of conduct

expected of UNSW students with respect to both academic integrity and your responsibility as a UNSW citizen.

Where the University believes a student may have breached the code, the University may take disciplinary action in accordance with the [Student Misconduct Procedure](#).

The [Student Conduct and Integrity Office](#) provides further resources to assist you to understand your conduct obligations as a student at UNSW.

## Academic Honesty and Plagiarism

### Academic integrity

UNSW has an ongoing commitment to fostering a culture of learning informed by academic integrity. All UNSW staff and students have a responsibility to adhere to the principle of academic integrity, and ethical scholarship of learning is fundamental to your success at UNSW Medicine & Health.

Plagiarism, contract cheating, and inappropriate use of generative AI undermine academic integrity and are not tolerated at UNSW. For more information see the [Academic Integrity and Plagiarism toolkit](#).

In addition to the information you are required to review in your [ELISE training](#), UNSW Medicine & Health strongly recommends that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task.

### Referencing

Referencing is a way of acknowledging the sources of information that you use to research your assignments. Preferred referencing styles vary among UNSW Medicine & Health disciplines, so check your course Learning Management System (e.g. Moodle or Open Learning) page for information on preferred referencing styles.

For further information on referencing support and styles, see the Current Student [Referencing page](#).

### Academic misconduct and plagiarism

At UNSW, academic misconduct is managed in accordance with the [Student Misconduct](#)

Procedure. Allegations of plagiarism are generally handled according to the [UNSW Plagiarism Management Procedure](#). Plagiarism is defined in the [UNSW Plagiarism Policy](#) and is not tolerated at UNSW.

### **Use of Generative AI and other tools in your assessment**

UNSW has provided guiding statements for the [use of Generative AI in assessments](#). This will differ, depending on the individual assessment task, your course requirements, and the course stage within your program.

Your course convenor will outline if and how you can use Generative AI in each your assessment tasks. Options for the use of generative AI include: (1) no assistance; (2) simple editing assistance; (3) planning assistance; and (4) full assistance with attribution.

You may be required to submit the original generative AI responses, or drafts of your original work. Inappropriate use of generative AI is considered academic misconduct.

See your course Moodle (or Open Learning) page for the full instructions for individual assessment tasks for your course.

### **Submission of Assessment Tasks**

#### **Special Consideration**

In cases where illness, misadventure or other circumstances beyond your control will prevent you from submitting your assessment by the due date and you require an extension, you need to formally apply for [Special Consideration](#) through myUNSW.

UNSW has a **Fit to Sit/Submit rule**, which means that by sitting or submitting an assessment on the scheduled assessment date, you are declaring that you are fit to do so and cannot later apply for Special Consideration.

#### **Timed online assessment tasks**

If you experience a technical or connection problem during a timed online assessment, such as a timed quiz, you can apply for Special Consideration. To be eligible to apply you need to contact the Course Convenor and advise them of the issue immediately. You will need to submit an application for Special Consideration immediately, and upload screenshots, error messages or other evidence of the technical issue as supporting documentation. Additional information can

be found on: <https://student.unsw.edu.au/special-consideration>

## Examinations

Information about the conduct of examinations in your course is provided on your course Moodle page.

## Other assessment tasks

### Late submission of assessment tasks

UNSW has standard late submission penalties as outlined in the [UNSW Assessment Implementation Procedure](#), with no permitted variation. All late assignments (unless extension or exemption previously agreed) will be penalised by 5% of the maximum mark per calendar day (including Saturday, Sunday and public holidays).

Late submissions penalties are capped at five calendar days (120 hours). This means that a student is not permitted to submit an assessment more than 5 calendar days (120 hours) after the due date for that assessment (unless extension or exemption previously agreed).

### Failure to complete an assessment task

You are expected to complete all assessment tasks for your courses. In some courses, there will be a minimum pass mark required on a specific assessment task (a “hurdle task”) due to the need to assure clinical competency.

Where a hurdle task is applicable, additional information is provided in the assessment information on your course Moodle page.

### Feedback on assessments

Feedback on your performance in assessment tasks will be provided to you in a timely manner. For assessment tasks completed within the teaching period of a course, other than a final assessment, feedback will be provided within 10 working days of submission, under normal circumstances.

Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Any variation from the above information that is specific to an assessment task will be clearly indicated in the course and assessment information provided to you on your course Moodle (or Open Learning) page.

## Faculty-specific Information

### Additional support for students

The university offers a wide range of support services that are available for students. Here are some links for you to explore.

- The Current Students Gateway:<https://student.unsw.edu.au>
- Academic Skills and Support:<https://student.unsw.edu.au/academic-skills>
- Student support:<https://www.student.unsw.edu.au/support>
- Student Wellbeing, Health and Safety:<https://student.unsw.edu.au/wellbeing>

Mind Smart Guides are a series of mental health self-help resources designed to give you the psychological flexibility, resilience and self-management skills you need to thrive at university and at work.

- Mind Smart Guides: <https://student.unsw.edu.au/mindsmart>
- Equitable Learning Services:<https://student.unsw.edu.au/els>
- Guide to studying online: <https://www.student.unsw.edu.au/online-study>

Most courses in UNSW Medicine & Health use Moodle as your Learning Management System. Guidance for using UNSW Moodle can be found on the Current Student page. Difficulties with Moodle should be logged with the IT Service Centre.

- Moodle Support: <https://student.unsw.edu.au/moodle-support>

The IT Service Desk is your central point of contact for assistance and support with remote and on-campus study.

- UNSW IT Service Centre:<https://www.myit.unsw.edu.au/services/students>

## Course evaluation and development

At UNSW Medicine & Health, students take an active role in designing their courses and their overall student experience. We regularly seek feedback from students, and continuous improvements are made based on your input. Towards the end of the term, you will be asked to participate in the [myExperience survey](#), which serves as a source of evaluative feedback from students. Your input to this quality enhancement process is valuable in helping us meet your learning needs and deliver an effective and enriching learning experience. Student responses are carefully considered, and the action taken to enhance educational quality is documented in the myFeedback Matters section of your Moodle (or Open Learning) course page.

## School Contact Information

School guidelines on contacting staff:

### Course questions

All questions related to course content should be posted on Moodle or as directed by your Course Convenor.

In cases where email communication with course convenors is necessary, we kindly request the following:

- Use your official email address for any correspondence with teaching staff.
- We expect a high standard of communication. All communication should avoid using short-hand or texting language.
- Include your full name, student ID, and your course code and name in all communication.

Our course convenors are expected to respond to emails during standard working hours of Monday to Friday, 9am-5pm.

### Administrative questions

If you have an administrative question about your program of study at the School please submit

your enquiry online at [UNSW Ask Us](#).

## Complaints and appeals

Student complaints and appeals: <https://student.unsw.edu.au/complaints>

If you have any grievances about your studies, we invite you to address these initially to the Course Convenor. If the response does not meet your expectations, you may then contact the School Grievance Officer, Dr Chris Maloney ([c.maloney@unsw.edu.au](mailto:c.maloney@unsw.edu.au))