



Engaging Health Communication in Health Systems Within Diverse Contexts: Innovative Pedagogy for Empowering Educators in the Digital Realm

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Abstract:

This proposal presents a dynamic and interactive lesson plan designed to enhance graduate and advanced undergraduate students' understanding of health communication within diverse contexts. The curriculum is organized into five progressive modules aligned with Bloom's Taxonomy: Foundations of Health Communication and Systems Management; Interpersonal Dynamics and Socio-Cultural Contexts; Technology, Media, and Research in Health Communication; Contextual Challenges and Ethical Considerations; and Global Health Communication and Cultural Competence. The course utilizes a blend of traditional and digital resources to achieve its educational objectives. Interactive lectures are supplemented with multimedia tools and digital learning platforms such as Zoom for virtual discussions and Canvas for course management. Collaborative tools such as Google Workspace and Microsoft Teams support group projects and presentations, fostering teamwork and enhancing the collective learning experience. Experiential learning is emphasized through visits to healthcare facilities, enabling students to observe real-world health communication practices firsthand. Guest speakers, experts in health communication and digital health, provide valuable industry insights that bridge theory and practice. This structure promotes critical thinking, ethical decision-making, and cultural competence, equipping students with the skills necessary to address evolving challenges in healthcare communication across diverse populations.

This proposal presents a dynamic and interactive lesson plan aimed at enhancing students' understanding of health communication within diverse contexts. The proposed course utilizes a blend of traditional and digital resources to achieve the educational objectives. Interactive lectures will be supplemented with the use of multimedia tools and digital learning platforms

such as Zoom for virtual discussions and Canvas for course management. Practical exposure will be facilitated through visits to healthcare facilities for students to observe real-world health communication practices. Additionally, guest speakers, who are experts in health communication and digital health, will provide valuable industry insights. Collaborative tools

Keywords: Health Communication, Experiential Learning, Digital Pedagogy, Cultural Competence

such as Google Workspace or Microsoft Teams will be employed to support group projects and presentations, fostering teamwork and enhancing the collective learning experience.

Effective health communication is critical to the success of health systems and the delivery of high-quality healthcare. Accurate information exchange between healthcare providers and patients leads to improved health outcomes and greater patient satisfaction (Sharkiyya, 2023). As healthcare contexts become increasingly diverse, addressing cultural, ethnic, and linguistic differences is essential for equitable patient care (Kaihlanen, Hietapakka, & Heponiemi, 2019). Moreover, the rapid advancement of digital technologies in healthcare necessitates proficiency in these tools to facilitate communication, enhance access to health information, and improve overall healthcare delivery efficiency (Beer & Mulder, 2020; Bronsoler, Doyle, & Van Reenen, 2020). These factors highlight the urgent need for comprehensive education in health communication to equip healthcare professionals with the skills and knowledge necessary to navigate evolving landscapes and deliver effective, patient-centered care (Bhati, Deogade, & Kanyal, 2023). This course addresses these needs by providing a thorough education in health communication, integrating digital technologies with traditional communication strategies, and emphasizing experiential learning with real-world applications.

The course objectives are carefully aligned with Bloom's Taxonomy to ensure a progressive and comprehensive learning experience. Students will first acquire foundational knowledge and understanding of health communication theories and systems through interactive lectures and individual case studies. This foundational knowledge will then be applied to real-world scenarios, promoting analysis and evaluation through individual discussions and mid-term exams. Students will then engage in evaluating existing practices and synthesizing new communication strategies through creative project pitches and group assignments. The course concludes with students combining these lessons to create innovative solutions for complex health communication issues, demonstrating their ability to develop practical and ethical strategies.

The course is organized into five modules, each focusing on different aspects of health communication. Module 1: "Foundations of Health Communication and Systems Management," introduces essential theories and systems, employing interactive

lectures, case studies, and group presentations to build understanding. Module 2: "Interpersonal Dynamics and Socio-Cultural Contexts," explores communication within various contexts through individual discussions, healthcare facility visits, and a guest speaker seminar. Module 3: "Technology, Media, and Research in Health Communication," examines the impact of digital advancements through individual discussions, a mid-term exam, and group projects. Module 4: "Contextual Challenges and Ethical Considerations in Health Communication," addresses ethical dilemmas and challenges with individual discussions, creative project pitches, and expert guest speakers. Finally, Module 5: "Global Health Communication and Cultural Competence," emphasizes global issues and cultural competence through discussions, project development, and a final exam.

The pedagogical approach integrates several effective teaching strategies to enhance learning. Experiential learning is emphasized through real-world observations and case studies, providing hands-on experience. Collaborative learning is fostered through group projects and presentations, promoting teamwork and peer interaction. Interactive lectures and discussions engage students actively, encouraging critical thinking and deeper comprehension of the material. Guest speaker sessions bridge the gap between theoretical concepts and practical application, offering students valuable industry insights and knowledge.

This course improves upon existing pedagogical approaches by creating a more engaging and holistic learning environment through the integration of new technologies with established teaching methods. The focus on practical application and ethical considerations helps bridge the gap between theory and practice, offering students a deeper understanding of health communication challenges. The course will pay attention to industry trends and current practices to ensure that students are well-prepared to address contemporary issues in the field.

Designed for graduate-level students or advanced undergraduates with a foundational understanding of health communication, this course is particularly suited for individuals preparing for professional roles in health communication and related fields. This in-depth exploration of health communication in diverse contexts seeks to equip students with the skills and knowledge needed to navigate and address the evolving challenges of the healthcare landscape.

In conclusion, this proposal outlines an innova-

tive approach to teaching health communication by combining interactive learning, practical experiences, and digital innovation. This dynamic pedagogy seeks to foster critical thinking, collaboration and practical application to ensure that students are well equipped to contribute meaningfully to the field and effectively tackle the complexities of contemporary challenges in health communication across diverse contexts.

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