

CENTER FOR COMMUNICATION PROGRAMS

to be presented
by

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CENTER FOR COMMUNICATION PROGRAMS

I. General Purpose of the Center

The purpose of the Center is to establish a focal point for activities in the field of health communication. The Center will enhance opportunities for practice, applied research, teaching, and resource development in the field of public health communication. This will be done by building upon the current resources in population and family planning communication available in the Department of Population Dynamics. In cooperation with the Departments of Health Policy and Management, Behavioral Sciences and Health Education Division, the Department of International Health, and other interested departments, the Center for Communication Programs will provide opportunities for students to participate in the practice of health communication programs, will foster and support opportunities for applied research in health communication, will promote a coordinated series of relevant courses in health communication, and will seek to develop new resources to expand the role of the School of Hygiene and Public Health in health communication. The nucleus of the Center for Communication Programs initially will be the Population Communication Services project and the Population Information Program. These are currently funded by the United States Agency for International Development, Office of Population, on a project basis and emphasize reproductive health programs in developing countries. From this base, the Center can gradually build on the strong interest and skills of both students and faculty to strengthen the implementation and evaluation of these projects and the training and research activities of the school in health communication. To achieve this objective, other government and private funds will be sought for various health communication activities, for work in the United States, and for any academic programs. The Center will not offer courses or admit students directly since these functions will be the responsibility of interested departments. An Academic Coordinator will be appointed in the Department of Health Policy and Management to ensure that students are fully informed about opportunities in health communication at the School of Public Health.

II. Background

Since 1978, when the Population Information Program (PIP) was established at Johns Hopkins University, and even more since 1982, when the Population Communication Services (PCS) project began at Hopkins, the School of Hygiene and Public Health has moved into the forefront of family planning and related public health information and promotion. Both PIP and PCS were initially established at Johns Hopkins with support from the U.S. Agency for International Development following intense competition. In each case, first with PIP and then with PCS, which has been administered through PIP, the quality of the work, the innovative approaches used, and the global impact of these activities has exceeded original expectations and attracted international recognition.

PIP has pioneered in "repackaging" scientific information through **Population Reports** and POPLINE to make this information more easily understood and more accessible to policy makers and health professionals throughout Asia, Africa, and Latin America. **Population Reports**, issued five times a year in four to seven different languages, has become a standard medical and public health school text and guide for family planning programs worldwide. On any subject covered, **Population Reports** is usually considered the most accurate, readable, and authoritative source of information. POPLINE is the only computerized bibliographic database on both medical and social science aspects of population, fertility, contraception and family planning programs and policy issues. Available through the U.S. National Library of Medicine, POPLINE now contains over 155,000 citations with abstracts. With a grant from the United Nations Population Fund to convert POPLINE to compact disk (CD-ROM) format that can be accessed directly, POPLINE is well-positioned to provide population information and policy centers in less developed countries (LDCs) with improved access to necessary data, research, and program findings without need for telephone connections. PIP is funded through 1992 at a level of more than \$2 million per year.

The Population Communication Services (PCS) project began in 1982 with the goal of improving information, education, and communication (IEC) about family planning to users, potential users, media, and the general public in developing countries. The wide range of activities carried out with support from the U.S. Agency for International Development (USAID) under the PCS Cooperative Agreement includes IEC needs assessments; projects in various countries to develop print, radio, television, film and other IEC materials; workshops for such purposes as strategy development, training, and information exchange; technical assistance in all forms of health communication; and support for a Media/Materials Center.

Not only the range of services but also the innovative approaches, the level of communication expertise, and the application of culturally suitable communication skills and technology to promote behavior change quickly made the PCS project a leader in international family planning and health communication. PCS emphasizes that health communication is a process designed to produce changes in behavior. It requires thorough planning, a strong on-going research component, comprehensive audience analysis, sophisticated media skills, regular monitoring, and both formative and summative evaluation. PCS has also pioneered in the use of entertainment to reach young people and other hard-to-reach audiences. Using behavioral, attitudinal, and other social science techniques, PCS is increasingly able to document the ways in which mass media can influence attitudes and behavior, especially in the area of reproductive behavior. PCS is now funded at a total 5-year level of about \$30 million for family planning communication in developing countries, plus a separate contract of \$15 million for work in Nigeria. Through PIP/PCS, Hopkins is a senior partner with the Academy for Educational Development in the AIDSCOM project for AIDS prevention and is negotiating with the United Nations and other donors for major support in planning, implementing, and monitoring family planning and health communication activities worldwide. (See Attachments A and B for a summary of the 1988 budget and of funding sources).

Because of these opportunities, and the strength and interest of other departments, the School of Public Health is now able to build upon and strengthen its leadership role in health communication by offering additional courses, practical experience, and in cooperation with other departments, research support in this field. Since the opportunities and potential scope of work now exceed the original AID-funded contracts and grants, a broader umbrella organization is needed to encompass the currently funded work and at the same time to build new links with the students in the School of Public Health, with other potential donors, with an increasing number of Hopkins faculty and students at all levels, and with the whole community of public health communicators.

III. Organization of the Center

The proposed Center will be a separate organizational unit in the Department of Population Dynamics. It will cooperate closely with the Department of Health Policy and Management, Division of Behavioral Sciences and Health Education, the Department of International Health, and other departments which are interested in participating in the programs of the Center. It will also collaborate with the Institute for International Programs.

The Director of the Center, Dr. Phyllis T. Piotrow, is Director of the Population Information Program and Principal Investigator of the Population Communication Services project and other contracts supporting communication activities now underway. She is a Senior Associate in the Department of Population Dynamics. The Deputy Director of the Center would be Patrick L. Coleman M.A., an Associate in the Department of Population Dynamics, who serves as Project Director of the Population Communication Services project which will be the largest single activity in the program. The Director of the Center for Communication Programs will report to the Chairman of the Population Dynamics Department.

In addition to the Director and Deputy Director, staff members currently at PIP/PCS include two other faculty members at the Associate level (José Rimon II M.A., Deputy PCS Project Director, and D. Lawrence Kincaid Ph.D., Senior Research Advisor), talented professional communication experts and educators, experienced management and administrative staff, and strong support staff. Currently, more than sixty people are funded in part or in full under the PCS Cooperative Agreements or various contracts.

An Advisory Committee of Hopkins faculty and outside experts will be established. The Chairman of the Department of Population Dynamics will chair the Advisory Committee. An Executive Committee comprising designated members of the Advisory Committee will include at least one representative from the Department of Health Policy and Management, the Department of International Health, and other departments which express an interest in participating. Other outside experts in the area of health and family planning communication may be invited to serve on the Advisory Committee but will not be members of the Executive Committee.

Special subcommittees may be established to deal with such specific areas as training fellowships, research and evaluation, mass media production, academic programs, and long-term development. In each area senior staff members may be invited to participate in the work of the special subcommittees.

The administrative management of the Center will draw on past experience in managing the Population Information Program/Population Communication Services project which for ten years has met all the requirements for USAID auditing and funding. The staff is skilled in administration, finance and contractual compliance procedures with U.S. Government agencies. Individual investigators working in the area of health communication will have the option of determining in project proposals and submissions whether these activities are to be funded and financially managed through the Center or through their existing departments. The Center will not administer any other existing departmental grants.

IV. Objectives of the Center

The Hopkins Center for Communication Programs has the following objectives:

- A. **To create new opportunities for practice in the field of public health communication.** The Center will actively seek to expand opportunities for student and faculty field work to develop communication strategies; design communication projects; and carry out audience research, materials development, project implementation, and project monitoring including formative and summative research. This broad range of activities can provide scope for practical experience for interested students at all levels and can permit research, training and evaluation functions to be built into projects from the start.

Lectures, workshops, and other nationally and internationally oriented symposia will be organized as funds permit to stimulate interest in public health communication and to share findings. Emphasis will be on applying new communication technology, techniques of social marketing, and improved personal counseling to achieve and measure changes in health behavior.

- B. **To promote research in public health communication and to refine techniques for evaluating the impact of communication projects and campaigns.** While research is not a major activity of the Center at present or in the immediate future, on-going activities and staff provide scope for applied research and project evaluation. For example, the increasing outreach of mass media, especially video, calls for accurate and cost-effective ways to assess the effect of mass media on health behavior. Second, the

extension of primary health care programs to emphasize technologies that individuals have to apply themselves requires communication approaches that will stimulate behavior change among millions of nonliterate or semiliterate families in a cost-effective way that can be closely monitored. Third, emphasis on social marketing brings directly into health communication new techniques of marketing and advertising that have not been widely used in the public sector to date but need to be used for impact assessment. And fourth, the increasing need to reach special segments of the population--young people, young mothers, men, factory workers and others employed in the formal sector, school children, women heads of household, for example--will require more preliminary research, such as focus groups, on the current attitudes and practices of these audiences and more pre-testing and other feedback mechanisms from these audiences. Applied research in these areas can be designed and supported in the context of comprehensive communication programs such as those now carried out by PCS. Overall, with funding decreasing for development programs, it is imperative that communication activities be prepared to answer specific challenges of a rapidly changing "global village." Research opportunities will be expanded by efforts to secure doctoral and postdoctoral fellowships and other opportunities for research in connection with on-going PIP/PCS activities and the research interests of faculty and students in health communication.

The Center will encourage staff, students, and LDC collaborators to publish research results documenting the impact of new communication approaches on specific audiences. One proposed Center project will be preparation and publication of a volume of case studies in family planning and related health communication that can be widely used for teaching and reference purposes. Compared with those in bio-medical research, research findings on the communication elements of health programs are sparse, often unpublished, and not easily available to guide or train other communication specialists. The Center will seek funds and other support for appropriate dissemination of results in communication programs.

- C. To enhance teaching of public health communication by developing and supporting an ordered series of courses in communication in cooperation with the Division of Behavioral Science and Health Education, the Department of Health Policy and Management (HPM) and the Department of International Health. These courses will provide a general theoretical background on communication issues including interpersonal communication, community mobilization, mass media and social marketing; specialized courses on interpersonal communication and campaign strategy, planning, and implementation; theory and practice of selected mass media activities; communication research and practical experience in design and implementation of communication projects. These

courses, which will be offered in different departments, together constitute an ordered sequence covering major theoretical and practical issues in international public health communication (including family planning, immunization, oral rehydration therapy, and AIDS prevention, among other topics) and in selected domestic issues.

At present, communication courses within the School include: in Health Policy and Management, Interpersonal Influence in Medical Care (Roter) 306.746, Persuasive Communication: Theory and Practice (Curbow) 306.626, Strategies of Behavior Change in the Health Context (Roter) 160.15, Assessment of Educational Needs in Patient and Community Health (Mamon) 306.613, Principles of Health Behavior Change (Ewart) 306.615, Ethnicity and Health (Pounds) 306.645, and Anthropological Perspectives on Health (Pounds) 306.611; in Population Dynamics, Introduction to Theory and Research in Health Communication (Kincaid) 320.629, and International Health and Family Planning Communication Projects (Piotrow) 320.627; and in International Health, International Public Health Communications (Kendall) 222.644, The Teaching and Learning of Community Health (Golden) 223.623, and Planning Educational Programs for Primary Care Practitioners (Golden) 221.624.

- D. To enhance the fund-raising potential for communication programs at the School of Hygiene and Public Health. By bringing together a critical mass of communication practitioners, trainers, researchers, and project activity within the School of Public Health, the Center will be well-positioned to seek funds from USAID, foundations, the United Nations Fund for Population Activities and other donors for a variety of purposes. To date, in addition to USAID, which has been the major funder, grants have been received from the UN Fund for Population Activities, the Ford Foundation, and the Public Welfare Foundation. New donors will be approached that have not previously supported Hopkins research. For example, Japanese agencies, which have a special interest in communication since most audiovisual equipment is now produced in Japan, have expressed interest in supporting communication activities at JHU.

V. Academic Programs

The Center will not be directly responsible for academic programs, student admissions, courses, or any type of degree program. These remain the responsibilities of each department. In major part, the Center will serve as a resource to strengthen course offerings, research opportunities, career planning, and resource development opportunities in the area of health communication.

A member of the Department of Health Policy and Management, Dr. Debra Roter, has been designated by that department to serve as Academic Coordinator. She will be responsible for advising students on courses and opportunities for research activities relating to the Center. Student admission and curriculum requirements will in each case be established by the separate departments, possibly along the lines of a program emphasis or an academic minor. Doctoral, Masters and M.P.H. students will be eligible to take the courses listed and participate as appropriate in the activities of the Center.

Among the other divisions of the University which might be represented eventually because they offer courses and/or degrees in related areas are: the Department of Writing Seminars at the Homewood Campus which offers courses in broadcast media and video production for qualified students; in the School of Medicine, the Department of Art as Applied to Medicine which offers courses in visual communications, medical television production, design of instructional programs, and computer graphics, designed for medical illustrators; and the School of Continuing Studies which offers courses in Marketing 762.705 and Advertising 762.427.

VI. Facilities and Location

The full-time staff of the Center and other persons funded primarily through the Center will be located together, in a site convenient to the School of Hygiene and Public Health. Facilities will include a library (the PIP Resource Center), a Media/Materials Center (PCS) for audiovisual materials, audiovisual equipment, a computer room, a distribution center for Population Reports and other publications, films, and materials, plus classroom and conference space. Other faculty and students can use these resources and assist in PIP/PCS activities, as mutually agreed upon.

VII. Funding

The Center and its activities will be funded primarily from grants and contracts with government and private agencies, except that time allocated for teaching or academic activities will be covered by mutual agreement from general funds of the Population Dynamics Department or other departments directly involved or from funding raised specifically for relevant purposes.

VIII. Activities

The Center will continue the broad range of public health activities already underway, including Population Reports and POPLINE at PIP and PCS work such as communication needs assessments, development and implementation of overseas projects, technical assistance, support for production of print materials, films, videos, radio shows, entertainment with social and health messages, folk theatre, special events, organization of conferences, training workshops, seminars, distribution of PCS packets, training, evaluation, preparation of lectures and articles for publication, and placement of overseas advisors.

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In addition, the Center will seek funding for such activities as workshops in Advanced Techniques in Health Communication, workshops for mass media representatives, distinguished lecturers series, fellowships for visiting faculty members and fellowships, travel, and internships for students. The Center will seek to bring together outstanding practitioners of modern health communication in a stimulating and creative environment so that faculty and students both can participate in continuing on-the-job exposure to the best of international health communication practice.

Emphasis in resource development for new activities will be on innovative applications, such as expanded use of entertainment programs with messages for young people, cost-recovery activities, and new technologies such as desktop publishing, computerized translation programs, downloading of bibliographic data with user-friendly interfaces, and compact discs. The Center will provide a critical mass where new ideas can either originate or be rigorously evaluated and shared throughout the world by all those who are dedicated to the improvement of public health.

IX. Interest among Faculty of Other Departments

Faculty members from several other departments have an interest and expertise in health communication and have indicated a desire to be affiliated with the Center. A partial and preliminary list would include:

Department of Health Policy and Management	David Celentano Moses Pounds Debra Roter
Department of International Health	Stella Goings Carl Kendall
Department of Maternal and Child Health	Jon Rolf
Department of Population Dynamics	W. Henry Mosley Laurie Zabin
School of Medicine Department of Gynecology and Obstetrics	Ronald H. Magarick

Undoubtedly others will also be interested and want to contribute in various ways.

X. Inauguration of the Center

The Center should be formally inaugurated in an appropriate manner at the time that PIP/PCS moves from Hampton House to the new location.

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and

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