

Cover/Signature Page - Abbreviated Template

Institution Submitting Request: *University of Utah*
Proposed Title: *Interdisciplinary Certificate in Health Communication*
Currently Approved Title: *N/A*
School or Division or Location: *College of Humanities*
Department(s) or Area(s) Location: *Department of Communication*
Recommended Classification of Instructional Programs (CIP) Code¹ (for new programs): *09.9999*
Current Classification of Instructional Programs (CIP) Code (for existing programs): *N/A*
Proposed Beginning Date (for new programs): *08/15/2012*
Institutional Board of Trustees' Approval Date: *MM/DD/YEAR*

Proposal Type (check all that apply):

R401-5			R401-6		
Items submitted will be reviewed by OCHE. If there are any issues, the proposal will be returned for clarification/correction. If no issues, the proposal will be returned with a note of approval and the request will be placed on the General Consent Calendar of the next Regents' agenda.			Items submitted will be reviewed by OCHE. If there are any issues, the proposal will be returned for clarification/correction. If no issues, the proposal will be returned with a note of approval and the request will be placed on the General Consent Calendar of the next Regents' agenda.		
Section #		Item	Section #		Item
4.1.5.2	<input type="checkbox"/>	Minor*	6.1.1	<input type="checkbox"/>	Reinstatement of Previously Suspended Program
5.1.1.1	<input type="checkbox"/>	New Emphasis on an Existing Degree*	6.1.5	<input type="checkbox"/>	Reinstatement of Previously Suspended Unit
5.1.2	<input type="checkbox"/>	Certificate of Proficiency Not Eligible for Financial Aid			
5.1.3	<input type="checkbox"/>	Out-of-Service Area Delivery of Programs			
5.1.4	<input type="checkbox"/>	Name Change of Existing Programs			
	<input type="checkbox"/>	Program Transfer			
5.1.5	<input type="checkbox"/>	Program Restructure			
	<input type="checkbox"/>	Program Consolidation			
5.1.6	<input type="checkbox"/>	Program Discontinuation			
	<input type="checkbox"/>	Program Suspension			
	<input type="checkbox"/>	Administrative Unit Creation			
5.1.7	<input type="checkbox"/>	Administrative Unit Transfer			
	<input type="checkbox"/>	Administrative Unit Consolidation			
5.1.8	<input type="checkbox"/>	New Center			
	<input type="checkbox"/>	New Institute			
	<input type="checkbox"/>	New Bureau			
5.1.9	<input checked="" type="checkbox"/>	Graduate Certificate			

*Requires "Section VI: Program Curriculum" of Abbreviated Template

Chief Academic Officer (or Designee) Signature:

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Signature

Date: *MM/DD/YEAR*

Printed Name: *Name of CAO or Designee*

¹ CIP codes must be recommended by the submitting institution. For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

Program Request - Abbreviated Template
University of Utah
Interdisciplinary Certificate in Health Communication
02/13/2012

Section I: Request

The Department of Communication seeks to create a new interdisciplinary certificate program in the growing area of Health Communication. The Interdisciplinary Certificate in Health Communication provides a formal recognition of concentrated coursework and competency in health communication. The three-tier structure of the certificate provides foundational coursework for students to understand theories and processes of the broad area of health communication as well as more focused course choices within several departments: Communication, Family & Consumer Sciences, Family & Preventative Medicine, Health Promotion & Education, Political Science, Parks, Recreation, & Tourism, and Sociology (see course list below). The required foundational courses of Tier 1 provide students with a broad knowledge of health communication theories, contexts, and processes. The electives in Tier 2 allow students to gain additional competencies in chosen communication foci. The electives in Tier 3 provide the interdisciplinary contexts, knowledge, and competencies for students to further demonstrate mastery in the health communication area.

Degree-seeking matriculated students may take courses to count toward earning the Interdisciplinary Certificate in Health Communication. The certificate will be awarded upon completion of degree. Upon completion, certificate earners will have a broad understanding of approaches to health communication as well as more practical knowledge and competencies that reflect the interdisciplinary character of the certificate. For example, the flexible three-tier structure of the certificate allows students to develop competencies in one or more of the following health communication sub-areas: provider-patient interaction, health campaigns, strategic health communication, health policy communication, and rhetoric of health, among others.

Section II: Need

The University of Utah is the primary institution for educating health providers and ancillary professionals in the state of Utah. Health communication is a crucial concern and currently a top priority for medical and health institutions and agencies, as the nature, forms, and functions of health care and health information shift dramatically in contemporary society. This proposed certificate responds to that increasing interest and demand for greater awareness and understanding of health communication. Specifically, the proposed program involves the study of how communication about health is co-created, transmitted, received, constructed, and circulated in various contexts.

Multiple units and programs across the University include some emphasis on health communication in teaching, research, and service. However, there is no formal forum for University audiences to gain and demonstrate qualifications and competencies in health communication. Accordingly, faculty in the Department of Communication propose this certificate program to meet the needs of students, providers, and professionals across the institution and improve the overall quality of health communication in the state of Utah. Graduates with advanced degrees face increasing competition for desirable jobs post-graduation. Accordingly, there is a clear need for the University of Utah to provide our graduate students with opportunities to gain and demonstrate expertise in specialized areas. The proposed Interdisciplinary Certificate in Health Communication helps meet that need.

Many major research and medical institutions in the United States provide certificate programs in health communication. In fall 2010, the College of Humanities identified eight certificate or "concentration" programs at the undergraduate and graduate levels in major United States universities. These programs are housed in departments of communication (e.g., University of North Carolina at Chapel Hill, University of Kentucky) as well as in schools of public health or medicine (e.g., Johns Hopkins University, Harvard University). The trend across the country has

been to create interdisciplinary programs that involve coursework and collaborations across related disciplines (e.g., communication, informatics, public health, psychology). The proposed Interdisciplinary Certificate in Health Communication at the University of Utah would reflect this trend and capitalize on existing faculty strengths and course offerings across institutional programs, in addition to adding new classes to meet emerging needs in health communication education.

Section III: Institutional Impact

Some universities have added majors, minors, and master's degree programs in health communication (e.g., San Diego State University, University of Southern California). Due to the large demand such programs would place on existing faculty resources and curriculum structures, this type of program change is not optimum for the University of Utah at this time. An interdisciplinary certificate program provides flexibility for current and prospective students in any graduate program to take advantage of the opportunity to gain focused competencies in health communication while earning their graduate degree in their home program. At the same time, a certificate program requires little to no additional faculty resources or changes in curriculum structures for involved programs. Accordingly, the proposed Interdisciplinary Certificate in Health Communication provides the greatest benefit for institutional constituencies with the smallest investments by institutional programs.

The certificate program comprises existing and new courses. As a new program offering, it is anticipated that participation will be low the first year and grow as students, faculty, and administrators across the institution become familiar with the opportunity. Because of the large pool of acceptable courses in Tiers 2 and 3 of the certificate, there is likely to be a small positive impact on course enrollments for courses included. The small impact will be the modest number of additional students taking any given course for certificate credit. The positive impact will be the presence of students from diverse majors in these advanced classes, fostering a lively classroom dynamic of trans-disciplinary interest in health communication. Tier 1 and 2 courses are housed in the Department of Communication. The Department of Communication faculty voted to support this proposal, recognizing its value for current and future students.

Outside of the Department of Communication, the other involved program likely to be most impacted is the Department of Health Promotion & Education. Faculty in that program have been included in discussions about this proposed certificate and have expressed support of it (see attached endorsement letter). This certificate is a way to forge productive pedagogical and research connections between the two departments, which already share a faculty member who has a joint appointment in both departments. Other departments with courses listed as electives in Tier 3 will be minimally impacted with potential larger enrollments in selected courses. Endorsement letters from all involved departments are attached.

Section IV: Finances

It is not expected that the certificate program will incur enough costs to warrant a budget. Fulfillment of certificate requirements can be managed by current faculty and administrative staff in the Department of Communication. Cost of printing certificates will be minimal and absorbed in the department budget.

Section VI: Program Curriculum

*****THIS SECTION OF THE ABBREVIATED TEMPLATE REQUIRED FOR EMPHASES AND MINORS ONLY.*****

All Program Courses

List all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours (or credit equivalences) The total number of courses shown and credit hours should match the required

number of credits to be awarded the degree. Use the following format. (Remove these descriptive italics after completing this section of the template.)

Course Prefix & Number	Title	Credit Hours
Required Courses		
	Sub-Total	
Elective Courses		
	Sub-Total	
Track/Options (if applicable)		
	Sub-Total	
Total Number of Credits		

New Courses to Be Added in the Next Five Years

List all new courses to be added in the next five years by prefix, number, title, and credit hours (or credit equivalences) to serve this program. Use the following format. (Remove these descriptive italics after completing this section of the template.)

Semester 1	Course Prefix and Number	Course Title
<i>(List courses – use one row per course)</i>		
Semester 2		
<i>(List courses – use one row per course)</i>		
<i>Continue with Semesters for Entire Program</i>		

Program Schedule

For each level of program completion, present, by semester, a suggested class schedule—by prefix, number, title, and semester hours. (Remove these descriptive italics after completing this section of the template.)

January 30, 2012

Graduate Council
Office of The Graduate School
302 Park Building

Undergraduate Council
Office of Undergraduate Studies
110 Sill Center

Dear Graduate Council and Undergraduate Council members,

I am delighted to support the Department of Communication's proposal for a new interdisciplinary certificate program in the growing area of Health Communication. Health communication is a crucial concern and currently a top priority for medical and health institutions and agencies, as the nature, forms, and functions of health care and health information are rapidly changing. This proposed certificate responds to that increasing interest and demand for greater awareness and understanding of health communication.

While multiple units across the University currently focus on health communication, there is no formal means for students to gain qualifications and competencies in health communication. This certificate program will meet the needs of students, providers, and professionals across the University while improving overall the quality of health communication in the state. It also will facilitate better job placement for graduates with this certificate.

Such a certificate requires no additional faculty resources or curricular changes, so provides a cost-effective and flexible means for attaining the goal of better education in this area for multiple constituencies.

The Department of Communication has done the requisite discussions with other relevant units about this program and has acquired their support. I urge your support as well.

Thank you for your attention.

Sincerely,



Robert Newman
Dean, College of Humanities

RN/jd



January 25, 2012

COMMUNICATION SCIENCES
AND DISORDERS

EXERCISE AND
SPORT SCIENCE

HEALTH PROMOTION
AND EDUCATION

NUTRITION

OCCUPATIONAL THERAPY

PARKS, RECREATION
AND TOURISM

PHYSICAL THERAPY

Mark Jon Bergstrom, PhD
Associate Dean, College of Humanities
University of Utah

Dear Dr. Bergstrom:

The College of Health is pleased to support the undergraduate and graduate Interdisciplinary Certificate Program in Health Communication.

The importance of health communication in advancing health and wellness is well documented and consistent with our shared appointment in this area. The proposed program will provide a critical concentration of coursework for students interested in the disciplines of communication and health.

Our faculty in Health Promotion and Education look forward to offering a number of electives for students interested Health Communication. Our hope is that this inter-professional program will lead to collaborative research opportunities as well as educational training in an area of growing importance.

Best wishes on the successful approval of the Interdisciplinary Certificate Program in Health Communication

Sincerely,

James E. Graves, PhD
Dean and Professor

JEG:np

January 30, 2012

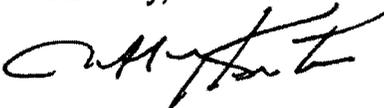
Heather Canary, Ph.D.
Assistant Professor
Department of Communication
University of Utah

Dear Dr. Canary,

The College of Social and Behavioral Science fully supports the proposed undergraduate and graduate Interdisciplinary Certificate Programs in Health Communication. The need for this specialization is clearly documented, and no similar certificates are currently offered in the USHE. This interdisciplinary program is well resourced and comprehensive, drawing on courses from a wide range of relevant disciplines across the university, and will provide students with the necessary knowledge and skills to become competitive in this expanding area of employment.

CSBS looks forward to supporting this valuable program in the coming years.

Sincerely,



Jeffrey Kentor
Senior Associate Dean for Academic Affairs



January 15, 2012

To Whom It May Concern:

I am writing to provide my strong endorsement of the proposed Interdisciplinary Health Communication Certificate Program. This proposal is the result of more than a year's concentrated effort and represents the very best ideas of an interdisciplinary team dedicated to the creation of a certificate at both the graduate and undergraduate level that will enhance the value of the University's curricular offerings.

The Interdisciplinary Health Certificate Program received the unanimous endorsement of the entire Department of Communication faculty at its regular meeting on Friday, January 13th.

I am pleased to offer my support without any reservations whatsoever.

Sincerely,

Robert K. Avery
Professor and Interim Chair



UNIVERSITY OF UTAH
COLLEGE OF HEALTH

Department of Health Promotion and Education

Undergraduate Studies
University of Utah
Salt Lake City, UT 84112

1/25/2012

Undergraduate Studies,

This letter is in support of the undergraduate certificate in Health Communication proposed by the Department of Communication. We are excited to be a part of the certificate program and are happy with its multidisciplinary design. We believe that it will enhance our student's education, make our students more marketable and most importantly, help to improve the health of Utahans.

Sincerely

A handwritten signature in black ink that reads "LES CHATELAIN".

Les Chatelain
Interim Department Chair



1/23/12

Mark Bergstrom

Associate Dean, College of Humanities

On behalf of the Department of Sociology, I am pleased to endorse the proposal for the Interdisciplinary Certificate Program in Health Communication. This certificate will be useful to students in any number of majors who are specializing in health and wellness. It will afford them the opportunity to acquire skills (and recognition for having them) to effectively communicate about health issues in ways that are relevant to any number of health/medical careers, including those involving provider-patient interactions, communicating about health policies, and communicating about health-promoting practices. The three-tiered design of the curriculum seems appropriate to the certificate's objectives, and the program appears to be intellectually rigorous, substantively significant, and likely to attract broad interest among University of Utah students. As their proposal points out, such a course of study can be found at many other well regarded universities, and it is appropriate to begin offering this opportunity here.

In addition to filling a need for university students in general, the certificate also nicely complements specializations within the programs of the Department of Sociology. One of the two concentrations in our doctoral program is Population & Health, and this is also one of four possible focal areas within the undergraduate program. Indeed several of our courses in this area are electives within the proposed certificate. Thus, again, we in the Department of Sociology are pleased to support this proposal and look forward to it being available to our students.

Sincerely,

Michael Timberlake

Interim Chair & Professor

Department of Sociology
380 S 1530 E RM 301
Salt Lake City, UT 84112-0250
(801) 581-6153
FAX (801) 585-3784
www.soc.utah.edu



1/23/12

Mark Bergstrom

Associate Dean, College of Humanities

On behalf of the Department of Sociology, I am pleased to endorse the proposal for the Interdisciplinary Certificate Program in Health Communication. This certificate will be useful to students in any number of majors who are specializing in health and wellness. It will afford them the opportunity to acquire skills (and recognition for having them) to effectively communicate about health issues in ways that are relevant to any number of health/medical careers, including those involving provider-patient interactions, communicating about health policies, and communicating about health-promoting practices. The three-tiered design of the curriculum seems appropriate to the certificate's objectives, and the program appears to be intellectually rigorous, substantively significant, and likely to attract broad interest among University of Utah students. As their proposal points out, such a course of study can be found at many other well regarded universities, and it is appropriate to begin offering this opportunity here.

In addition to filling a need for university students in general, the certificate also nicely complements specializations within the programs of the Department of Sociology. One of the two concentrations in our doctoral program is Population & Health, and this is also one of four possible focal areas within the undergraduate program. Indeed several of our courses in this area are electives within the proposed certificate. Thus, again, we in the Department of Sociology are pleased to support this proposal and look forward to it being available to our students.

Sincerely,

Michael Timberlake

Interim Chair & Professor

Department of Sociology
380 S 1530 E RM 301
Salt Lake City, UT 84112-0250
(801) 581-6153
FAX (801) 585-3784
www.soc.utah.edu



January 9, 2012

Heather Canary, Ph.D.
Assistant Professor
Department of Communication
University of Utah

Dear Dr. Canary:

On behalf of the Department of Family and Preventive Medicine and the Division of Public Health, we are pleased to express our support for the undergraduate and graduate *Interdisciplinary Certificate Programs in Health Communication*. The importance of health communication in advancing health and wellness is well documented. This certificate program provides a critical concentration in coursework for students interested in this intersection of the disciplines of communication and health.

We look forward to supporting this program through both the use of courses from Family and Preventive Medicine and participation by students in Public Health.

Best wishes on the successful approval of these certificate programs.

Sincerely,

Stephen C. Alder, Ph.D.
Chief, Division of Public Health

Michael K. Magill, M.D.
Professor and Chairman



College of Health

January 30, 2012

Mark Bergstrom
Associate Dean, College of Humanities
Associate Professor, Department of Communication
University of Utah

Dear Dr. Bergstrom:

I have carefully reviewed your proposal for an interdisciplinary Health Communication certificate. The proposal makes good sense to me, and I am happy to endorse it on behalf of the College of Health's Department of Parks, Recreation, and Tourism. I believe our PRT 5325, "Disabilities, Adaptation, and Accessibility in Therapeutic Recreation," will be a good fit for the certificate program, and I look forward to having students from across the university enroll in it. If I can be of any additional service in advancing your proposal, please feel free to call on me.

Best Regards,

Daniel L. Dustin, Ph.D.
Professor and Chair

Department of Parks, Recreation, and Tourism

www.health.utah.edu/prt/
(801) 581-8542 • FAX (801) 581-4930

Mailing Address:

250 South 1850 East, Rm 200
Salt Lake City, Utah 84112-0920

Campus Location:

1901 E. South Campus Dr, Rm 1085
Salt Lake City, Utah 84112-0920

January 24, 2012

Mark Bergstrom, Ph.D.
Associate Dean, College of Humanities
Associate Professor, Department of Communication

Dear Dr. Bergstrom:

On behalf of the Department of Family and Consumer Studies, I am pleased to offer my support for the Interdisciplinary Certificate Programs in Health Communication submitted by the Department of Communication. Our department has agreed to the inclusion of three of our courses on the list of elective courses available to students in the proposed program. We look forward to the opportunity to share in the education of these students.

Best of luck in your pursuit of this program.

Sincerely,



Russell A. Isabella, Chair

January 27, 2012

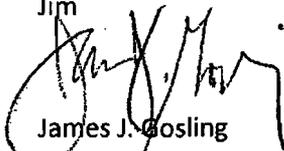
Dr. Mark Bergstrom
Associate Dean
College of Humanities
University of Utah

Dear Mark:

I am writing to lend my support to the proposal to create undergraduate and graduate (masters-level) interdisciplinary Health Communication Certificates. Two Political Science courses (PoIS 5321/6321 (Health Policy) and PoIS 5570 (Management of Nonprofit Organizations) appear to fit nicely within the curriculum available to students in these interdisciplinary programs.

Best wishes.

Jim



James J. Gosling
Professor and Chair



University Writing Program

THE UNIVERSITY OF UTAH

255 S. Central Campus Drive | Room 3700 | Salt Lake City, UT 84112
phone 801.581.7090 | fax 801.585.3974 | www.hum.utah.edu/uwp

January 17, 2012

Dear Members of the Committee,

I am writing to endorse the Interdisciplinary Certificate in Health Communication submitted by the Department of Communication. The University Writing Program has agreed to include a Tier 3 elective course, WRTG 5010/6010: Medical and Health Science Discourses, in their certificate curriculum. Certificate students who wish to enroll in the WRTG course may do so, provided there is sufficient space.

Sincerely,

A handwritten signature in black ink that reads "Maureen Mathison".

Maureen Mathison, Director
University Writing Program

January 13, 2012

295 South 1500 East Salt Lake City, Utah 84112-0860 801-585-9521

To whom it may concern:

The University of Utah Libraries appreciate your request to comment on our ability to support students and faculty for the new proposed Interdisciplinary Certificate in Health Communication (both undergraduate and graduate). The libraries are committed to supporting the university and its faculty as they develop programs needed by our students.

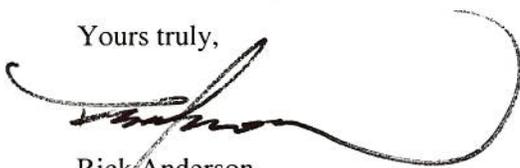
As the curriculum will comprise largely of existing courses, current collections should be sufficient. A collection of this size and depth satisfies most undergraduate and graduate needs. Marriott has an approval plan which automatically provides suitable major scholarly books in these areas from most major American publishers. For the past ten years, the Marriott Library has been actively purchasing materials to support research in health communication including books, journals, electronic databases, and DVDs. Resources that will be useful to faculty, researchers, and graduate students in health communication include Web of Science, Journal Citation Reports (JCR), Health and Psychosocial Instruments (HAPI), PsycINFO, ComAbstracts plus ComIndex, Communication and Mass Media Complete, Dissertations and Theses Full-Text, WorldCat, and the American Psychological Association E-book collection. We have focused on covering areas such as research methods and design, evidence-based practice, health care disparities, medical ethics and bioethics, health policy, gerontology, medical sociology, communication theory and research, health promotion, health behavior, disordered eating, therapeutic recreation, medical humanities, and access to health care for the poor and underserved.

We encourage faculty to work with subject librarians to build up specific sub-disciplines where our collection needs supplementing. Despite budget constraints, we are usually able to order any books necessary to directly support classes. We modify our journal subscriptions to reflect current teaching and research. As the scholarly communication landscape evolves, new options may exist beyond traditional print book purchases and conventional subscriptions. We would like to work with faculty to evaluate the most workable.

Student difficulties in locating materials often stem not from collection weaknesses, but from the complexities of using a large research library. We offer class presentations and one-to-one consultations with library specialists who will help students find the most relevant works and suggest the most appropriate search strategies. A team of librarians, computer professionals, and library staff provide research assistance, technology assistance, as well as teach classes on library resources, software programs, information literacy, and semester-length courses. The Library has seating for 3,000 users including classrooms, group study rooms, group study spaces, and carrels. The entire library has wireless access and has supported over 900 wireless devices. In addition, there are over 500 computers available for researchers.

We look forward to working with the faculty and students in this new program.

Yours truly,



Rick Anderson
Associate Dean
Scholarly Resources and Collections



Catherine Soehner
Associate Dean
Research and Learning Services



January 6, 2012

To Whom It May Concern:

We appreciate the opportunity to express strong support for the proposed interdisciplinary certificate programs (undergraduate and graduate) in Health Communication by the Department of Communication. In particular, we encourage the development of interprofessional education and research programs, like this one, which create and build on the formation and enhancement of cross-campus synergies.

The Spencer S. Eccles Health Sciences Library is fully committed to supporting this type of healthcare professional education focusing on the development of the skills and expertise required to assure highly effective integrated interprofessional teams. Toward that end, Eccles Library has recently established an Interprofessional Education Librarian position to support and foster the development of interprofessional efforts among all the health sciences programs.

The Eccles Library expects to be able to provide required information resources in partnership with those offered by the Marriott Library. Of particular importance for this and other interprofessional programs is access to a wide variety of electronic information resources. Our University libraries and the Utah Academic Library Consortium (UALC) work together to stretch our collection dollars in order to obtain access to a full range of electronic journals and databases. Eccles Library, in particular, provides access, training, and assistance on searching PubMed; environmental health; and CINAHL: The Cumulative Index to Nursing and Health Literature; and a wide range of other health resources including those geared to the lay person (MedlinePlus). We also use an interlibrary loan service for students and faculty through which access is provided to the collections of a nationwide network of health science libraries, including the National Library of Medicine.

In summary, there are significant benefits to be gained from the proposed certificate programs; the Spencer S. Eccles Health Sciences Library fully supports them.

Sincerely yours,

A handwritten signature in black ink that reads 'Jean P. Shipman'.

Jean P. Shipman, MSLS, AHIP, FMLA
Director & University Librarian

The University of Utah
Spencer S. Eccles
Health Sciences Library
10 N 1900 E
Salt Lake City, Utah 84112
Phone (801) 581-8771
Fax (801) 581-5410