

**DISCIPLINE SPECIFIC ELECTIVE COURSE
DSE HP 8C3: HEALTH & ENVIRONMENT COMMUNICATION**

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Pre-requisite of the Course (if any)
		Lecture	Tutorial	Practical / Practice		
Health and Environment Communication DSE HP 8C3	4	2	0	2	Class XII	Nil

Learning Objectives

- To understand the role of communication in health promotion and behaviour change, focusing on nutrition and public health issues.
- To explore the concepts of sustainable development and the role of communication in promoting environmental sustainability.
- To examine the impact of socio-economic, cultural, and geographic factors on health and environmental issues.
- To analyze effective strategies for health and environmental communication, including media's role, SBCC campaigns, and innovative approaches.

Learning Outcomes

The students will be able to

- Explain the role of communication in health promotion, with a focus on nutrition, malnutrition, and public health challenges.
- Identify and evaluate communication strategies for improving food security, nutrition outcomes, and addressing health inequities in India.
- Demonstrate knowledge of sustainable development concepts, goals, and the relationship between environmental, population, and development issues.
- Assess the impact of socio-economic, cultural, and geographic factors on health and environmental changes.

SYLLABUS OF DSE HP 8C3

**THEORY
(Credit 2; Hours 30)**

UNIT I: Understanding Health: In the Context of Behaviour Change

7 Hours

This unit explores the role of communication in health promotion, focusing on nutrition and behaviour change among children, adolescents, and women. It covers public health challenges

like malnutrition and addresses various social detriments of health. The unit also examines communication strategies and community-based efforts to improve food security and nutrition outcomes in India.

- Role of Communication in Health: Global and Indian overview of health communication, its objectives, Concepts of Community and Public Nutrition with a focus on Children, Adolescents, and women, Importance and Challenges for interventions
- Public Health Aspects of Malnutrition- Life cycle approach to understanding the nutritional, Awareness building to service delivery, Nutrition support programs and initiatives, ICDS, Food & Nutrition Security- Policy and challenges in India, Behaviour change initiatives for improving nutrition indicators –selected case studies
- Social Detriments of Health, Reproductive and Mother and Child Health- Importance for SDGs, health indicators, appraisal of interpersonal communication in health, Communitization of health

UNIT II: Understanding Environment and Sustainable Development: In the context of Behaviour Change **7 Hours**

This unit focuses on the role of communication in promoting sustainable practices. It covers sustainable development concepts, key pillars, and the link between environment, population, and development. It also explores the impact of climate change, environmental risks, and socio-economic factors on environmental change.

- Role of Communication in Environmental Issues: Focus on environmental communication and its role in promoting sustainable practices.
- Sustainable Development: Concept, Key Pillars, Approaches, Action and Agenda. Linkage between environment population and development, Impact of lifestyles and changing consumption patterns on the environment. Environmental legislations and policies, International environmental agreements/protocols.
- Sustainable Development Goals: Goals, Targets, Indicators, India's present situation, Strategies towards SDGs attainment, Sustainable Development Goal Index (SDGI), Changes in the environment- types, hazards and risks.
- Factors affecting changes in the environment: socio, economic, cultural and geographic. Climate Change; Sustainable Development Communication,

UNIT III: Effective Strategies for Health Communication **8 Hours**

This unit focuses on strategies for addressing health issues through Behaviour Change communication. It examines national and international agendas on health promotion strategies, including SBCC campaigns, and asserts approaches like Entertainment Education and the Positive Deviance.

- Present and future thrusts of national and international health communication agenda
- Role of media in promoting health, strategies used in health promotion
- Strategizing health advocacy and SBCC campaigns- elements, tools, and techniques,
- Synergizing inter-sectoral partnerships for health advocacy and action, social marketing, participatory training and campaigns of health communication, Innovative
- Approaches in Health Communication: Entertainment Education, Incentives for Health Communication and Positive Deviance Approach.

UNIT IV: Effective Strategies for Environmental Communication **8 Hours**

This unit focuses on strategies for addressing environmental issues through Behaviour Change communication. It examines national and international agendas on air pollution, health promotion strategies, including campaigns and climate mitigation strategies

- Present and future thrusts of national and international environment communication agenda: Case of Air Pollution and Water Crisis
- Networking, Lobbying, and Mobilizing pressure groups, citizen's action, and people's, synergizing inter-sectoral partnerships for Climate Change; Sustainable Development advocacy and action, and campaigns
- Impact of media in influencing environmental protection, climate change sensitization and sustainable development

PRACTICAL
(Credit 2; Hours 60)

1. SBCC Campaigns for health/nutrition: Pulse Polio Campaign, RRE Campaign, POSHAN Abhiyan, Surakshit Matritva Abhiyan
2. SBCC Campaigns for Climate change and sustainable development: WWF, 350, Connect4Climate.
3. Analysing India's National Strategies for Climate Change Adaptation and Mitigation
4. Analysis and interpretation of health and environment-related data and indicators
5. Development of SBCC tool kit on any issue related to Health or Climate change and sustainable development concerning:
 - Communication Principles
 - Socio-economic context
 - Message design
 - Channel Selection
 - Audience targeting and segmentation
 - Developing Feedback mechanism

Essential Readings

- Thompson, T., & Parrott, R., (2015). *The Handbook of Health Communication*. Routledge
- O'Neill, M., (2011). *Communication and Environment: A Critical Perspective*. Wiley-Blackwell.
- Eldredge, L., et al., (2016). *Planning Health Communication Campaigns*. Sage Publications.
- Cox, R., (2010). *Environmental Communication and the Public Sphere*. Sage Publications.

Suggested Readings

- Green, L., & Kreuter, M., 2005. *Health Program Planning: An Educational and Ecological Approach*. McGraw-Hill.
- Stibbe, A., 2009. *The Handbook of Environmental Communication*. Routledge.
- Harper, J., 2007. *Communicating Sustainability: A Critical Perspective*. Sage.
- Stokols, D., et al., 2003. *Health and Environment: A Cross-Cultural Perspective*. Wiley.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.