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Course Syllabus

Department of Environmental and Occupational Health Sciences

School of Public Health, University of Washington

ENVH 521

Effective Communication Strategies For Environmental Public Health Professionals

Spring 2020

2 credit hours

Link to Zoom Info: Zoom Info

Course Description:

This course will introduce students to the science of and best practices in science communication. Topics covered will include how to and why use narrative structure, how to identify and emphasize important messages, how to avoid common mistakes in communication, and how to interact with diverse communities and media. Students will walk away better equipped to teach, write for diverse audiences, give talks, engage with communities, secure grants, and apply to jobs.

Learning Objectives

At the end of this course, students will be able to:

1. Identify and craft key messages about research results, career accomplishments and/or project proposals
2. Identify and utilize elements of narrative structure
3. Engage with a general audience
4. Develop a high impact presentation and/or research paper
5. Write a successful cover letter and grant proposal

Disability Notice

Access and Accommodations: Your experience in this class is important to me. If you have already established accommodations with Disability Resources for Students (DRS), please communicate your

approved accommodations to me at your earliest convenience so we can discuss your needs in this course.

If you have not yet established services through DRS, but have a temporary health condition or permanent disability that requires accommodations (conditions include but not limited to; mental health, attention-related, learning, vision, hearing, physical or health impacts), you are welcome to contact DRS at 206-543-8924 or **uwdrs@uw.edu (mailto:uwdrs@uw.edu)** or **disability.uw.edu.** ⤤ **(http://depts.washington.edu/uwdrs/)** DRS offers resources and coordinates reasonable accommodations for students with disabilities and/or temporary health conditions. Reasonable accommodations are established through an interactive process between you, your instructor(s) and DRS. It is the policy and practice of the University of Washington to create inclusive and accessible learning environments consistent with federal and state law.

Academic Integrity Statement

Students at the University of Washington (UW) are expected to maintain the highest standards of academic conduct, professional honesty, and personal integrity.

The UW School of Public Health (SPH) is committed to upholding standards of academic integrity consistent with the academic and professional communities of which it is a part. Plagiarism, cheating, and other misconduct are serious violations of the University of Washington Student Conduct Code (WAC 478-120). We expect you to know and follow the university's policies on cheating and plagiarism, and the **SPH Academic Integrity Policy.** ⤤ **(http://sph.washington.edu/students/academicintegrity/)**

Any suspected cases of academic misconduct will be handled according to University of Washington regulations. For more information, see the **University of Washington Community Standards and Student Conduct website** ⤤ **(http://www.washington.edu/cssc/)**

For this class, students must read the SPH Academic Integrity Policy and indicate that they have read the policy during the first week of class. Instructions for accessing the SPH Academic Integrity Policy are located on the Modules page of the class website.

Writing Skills Resources

Writing is an important transferable skill for all career pathways. Establishing a strong foundation in writing skills will help you be successful throughout your future course work and career. Therefore, this course includes written assignments with the goal to help you identify areas of strength and improvement in your writing. However, if you feel that you could benefit from additional opportunities to improve your writing skills, a list of resources at the UW and others accessible online can be found on the SPH website at

https://sph.washington.edu/sites/default/files/inline-files/Writing-Resources-4.3.19.pdf ⤤ **(https://sph.washington.edu/sites/default/files/inline-files/Writing-Resources-4.3.19.pdf)** ."

Religious Accommodations

Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW's policy, including more information about how to request an accommodation, is available at **Religious Accommodations Policy** ⧉ **(https://registrar.washington.edu/staffandfaculty/religious-accommodations-policy/)** . Accommodations must be requested within the first two weeks of this course using **the Religious Accommodations Request form** ⧉ **(https://registrar.washington.edu/students/religious-accommodations-request/)** .

Classroom Climate

The culture of this classroom will reflect the best practices of inclusive engagement required for effective communication with diverse audiences. There will be an emphasis on signaling inclusion to underrepresented groups; listening to and validating alternate perspectives; accommodating differences in learning style; improving self-awareness in regards to assumptions and biases; encouraging inquiry; and fostering authentic expression. The instructors ask students to strive to "step forward" if they have a tendency to hold back in group discussion and to "step back" if they have a tendency to dominate in recognition of the fact that all members of the classroom have much to share and learn. The instructors also encourage students to bring up any concerns they may have about classroom climate. **vg@uw.edu (mailto:vg@uw.edu)** is a resource for students with classroom climate concerns.

Textbooks & Readings:

The following textbooks/readings are required for this course:

- *Houston, We Have a Narrative: Why Science Needs Story* by Randy Olson

Assignments:

Weekly Assignments

Each week there will be a reading to complete or video to watch on a topic related to science communication. Sometimes there will also be a short, written assignment that must be submitted to the professor in advance of class. Students should come prepared to answer questions about assigned content. Preparation for class will be worth 10% of total points.

Blog Stories

Students will be asked to develop a story for the Department of Environmental and Occupational Health Sciences' blog "Health & Safety Matters." A draft of the story will be turned in for review from the instructor and peers before a final draft is due. The blog story will be worth 40% of total points.

Presentations

As a final project for the class, students will be expected to develop a five-minute "op-ed" style presentation using concepts from the course. Students can choose any topic with which they are familiar.

Talks should be developed with a specific audience in mind. The audience could be a group of stakeholders, policymakers, practitioners, or affected community members not considered to be scientific peers in the same field as the presenter. Students will also be expected to apply the concepts from the class to the evaluation of final presentations by other students. Initial drafts of the talk will be submitted online using Panopto so that instructor and peer review can be provided before the final talk is presented live on the last day of class. Talks will be worth 50% of total points.

Grading

Credit/No Credit Class

In order to complete the course for credit, students will need to complete weekly assignments; contribute during small group exercises and discussions; write a blog story; and give a final presentation on a topic of their choice.

Course Policies:

The instructor encourages communication via office hours and e-mail (**lhayward@uw.edu (mailto:lhayward@uw.edu)**). Late assignments will be accepted for full credit if advance notice is provided along with evidence of legitimate conflict. If a student misses class, they will have to complete a written assignment to make it up.

Course Summary:

Date	Details	Due
Fri Apr 2, 2021	🗓 **ENV H 521 (https://canvas.uw.edu/calendar? event_id=2085532&include_contexts=course_1449252)**	12:30pm to 2:30pm
	📝 **Week 1: Preparation for Class (https://canvas.uw.edu/courses/1449252/assignments/6177613)**	due by 12:30pm
Mon Apr 5, 2021	🗓 **Office Hours (https://canvas.uw.edu/calendar? event_id=2087280&include_contexts=course_1449252)**	10am to 11am
Thu Apr 8, 2021	📝 **Week 2: Preparation for Class (https://canvas.uw.edu/courses/1449252/assignments/6177614)**	due by 11:59pm

Date	Details	Due
Fri Apr 9, 2021	📅 **ENV H 521** **(https://canvas.uw.edu/calendar? event_id=2085533&include_contexts=course_1449252)**	12:30pm to 2:30pm
	📝 **Week 2 Quiz** **(https://canvas.uw.edu/courses/1449252/assignments/6177600)**	due by 12:30pm
Mon Apr 12, 2021	📅 **Office Hours** **(https://canvas.uw.edu/calendar? event_id=2087281&include_contexts=course_1449252)**	10am to 11am
Thu Apr 15, 2021	📝 **Week 3: Preparation for Class** **(https://canvas.uw.edu/courses/1449252/assignments/6177615)**	due by 11:59pm
Fri Apr 16, 2021	📅 **ENV H 521** **(https://canvas.uw.edu/calendar? event_id=2085534&include_contexts=course_1449252)**	12:30pm to 2:30pm
	📝 **Week 3 Quiz** **(https://canvas.uw.edu/courses/1449252/assignments/6177597)**	due by 12:30pm
Mon Apr 19, 2021	📅 **Office Hours** **(https://canvas.uw.edu/calendar? event_id=2087282&include_contexts=course_1449252)**	10am to 11am
Thu Apr 22, 2021	📝 **Week 4: Preparation for Class** **(https://canvas.uw.edu/courses/1449252/assignments/6177616)**	due by 11:59pm
Fri Apr 23, 2021	📅 **ENV H 521** **(https://canvas.uw.edu/calendar? event_id=2085535&include_contexts=course_1449252)**	12:30pm to 2:30pm
	📝 **Week 4 Quiz** **(https://canvas.uw.edu/courses/1449252/assignments/6177595)**	due by 12:30pm
Mon Apr 26, 2021	📅 **Office Hours** **(https://canvas.uw.edu/calendar? event_id=2087283&include_contexts=course_1449252)**	10am to 11am
Thu Apr 29, 2021	📝 **Week 5: Preparation for Class** **(https://canvas.uw.edu/courses/1449252/assignments/6177617)**	due by 11:59pm

Date	Details	Due
Fri Apr 30, 2021	📅 **ENV H 521** **(https://canvas.uw.edu/calendar?** **event_id=2085536&include_contexts=course_1449252)**	12:30pm to 2:30pm
	📝 **Week 5 Quiz** **(https://canvas.uw.edu/courses/1449252/assignments/6177596)**	due by 12:30pm
	📝 **BLOG: Draft blog post** **(https://canvas.uw.edu/courses/1449252/assignments/6177601)**	due by 11:59pm
Mon May 3, 2021	📅 **Office Hours** **(https://canvas.uw.edu/calendar?** **event_id=2087284&include_contexts=course_1449252)**	10am to 11am
Thu May 6, 2021	📝 **TALK: Choose topic for talk** **(https://canvas.uw.edu/courses/1449252/assignments/6177609)**	due by 11:59pm
	📝 **Week 6: Preparation for Class** **(https://canvas.uw.edu/courses/1449252/assignments/6177618)**	due by 11:59pm
Fri May 7, 2021	📅 **ENV H 521** **(https://canvas.uw.edu/calendar?** **event_id=2085537&include_contexts=course_1449252)**	12:30pm to 2:30pm
	📝 **Week 6 Quiz** **(https://canvas.uw.edu/courses/1449252/assignments/6177598)**	due by 12:30pm
Mon May 10, 2021	📅 **Office Hours** **(https://canvas.uw.edu/calendar?** **event_id=2087285&include_contexts=course_1449252)**	10am to 11am
Thu May 13, 2021	📝 **BLOG: Submit final blog post** **(https://canvas.uw.edu/courses/1449252/assignments/6177602)**	due by 11:59pm
	📝 **Week 7: Preparation for Class** **(https://canvas.uw.edu/courses/1449252/assignments/6177619)**	due by 11:59pm
Fri May 14, 2021	📅 **ENV H 521** **(https://canvas.uw.edu/calendar?** **event_id=2085538&include_contexts=course_1449252)**	12:30pm to 2:30pm

Date	Details	Due
Mon May 17, 2021	🗓 **Office Hours (https://canvas.uw.edu/calendar? event_id=2087286&include_contexts=course_1449252)**	10am to 11am
Thu May 20, 2021	📝 **Week 8: Preparation for Class (https://canvas.uw.edu/courses/1449252/assignments/6177620)**	due by 11:59pm
Fri May 21, 2021	🗓 **ENV H 521 (https://canvas.uw.edu/calendar? event_id=2085539&include_contexts=course_1449252)**	12:30pm to 2:30pm
Sat May 22, 2021	📝 **TALK: Submit recording of draft Op-Ed talk (https://canvas.uw.edu/courses/1449252/assignments/6177611)**	due by 12:30pm
Mon May 24, 2021	🗓 **Office Hours (https://canvas.uw.edu/calendar? event_id=2087287&include_contexts=course_1449252)**	10am to 11am
Thu May 27, 2021	📝 **Week 9: Preparation for Class (https://canvas.uw.edu/courses/1449252/assignments/6177621)**	due by 11:59pm
Fri May 28, 2021	🗓 **ENV H 521 (https://canvas.uw.edu/calendar? event_id=2085540&include_contexts=course_1449252)**	12:30pm to 2:30pm
	📝 **Week 9 Quiz (https://canvas.uw.edu/courses/1449252/assignments/6177599)**	due by 12:30pm
	📝 **TALK: Final Presentation (https://canvas.uw.edu/courses/1449252/assignments/6177610)**	due by 11:59pm
	📝 **Week 10: Preparation for Class (https://canvas.uw.edu/courses/1449252/assignments/6177612)**	due by 11:59pm
Mon May 31, 2021	🗓 **Office Hours (https://canvas.uw.edu/calendar? event_id=2087288&include_contexts=course_1449252)**	10am to 11am
Fri Jun 4, 2021	🗓 **ENV H 521 (https://canvas.uw.edu/calendar? event_id=2085541&include_contexts=course_1449252)**	12:30pm to 2:30pm

Date	Details	Due
	📝 **Additional Reading** **(https://canvas.uw.edu/courses/1449252/assignments/6177608)**	