

COMM 464: Health Message Advocacy

ADVOCATING FOR INCREASED AWARENESS OF CYBERBULLYING, FOOD INSECURITY, & SEXUAL ASSAULT PREVENTION

Spring, 2018



Key Accomplishments

Whitewater
Middle
School

March 2018: Students directly interacted with over WMS families on the dangers of cyberbullying; 100 brochures were distributed.

Whitewater
Food Pantry

March 2018: Over Spring Break, students collected over 400 personal care items, weighing 72 pounds, and organized them at the pantry.

PADA
and
APFV

April 2018: Students set up and participated in Sexual Assault & Awareness Month "Trivia Night" event; 80 students participated.

PROJECT PURPOSE AND RESULTS

COMM 464 provides multiple opportunities for students to gain confidence in their message design skills, while also finding their own voices to promote positive changes within the community. Multiple community/student partnerships are forged each semester, providing area non-profits the benefit of communication students' expertise, while also giving those students experience in designing health advocacy materials with a real world purpose.

Highlighted here are 3 partnerships. 1) For the second year, students went to Whitewater Middle School during two days of Parent/Teacher Conferences in order to educate parents on cyberbullying warning signs and provide available online resources for parents and children. 2) UW-W's UHCS held its second annual Trivia Night as part of SAAM (Sexual Assault & Awareness Month); students recruited fellow students to attend, educated about Denim Day, and provided the manpower needed to make it successful. 3) The newly-created campus food pantry received much-needed personal care item donations through the class collection campaign, conducted over Spring Break. Students also stocked the shelves with their donations.

Course Offering Information

The Communication Department offers COMM 464 every year spring. The pre-requisite is COMM 363 (Intro. to Health Communication). CBL projects are incorporated into each course. The health communication faculty are committed to maintaining strong community relationships.

