

HEALTH COMMUNICATION COLLABORATION FACULTY SEMINAR SPRING 2025

“Heal the sick, raise the dead, cleanse those who have leprosy, drive out demons. Freely you have received, freely give.” —
Matthew 10:8

Purposes of the Seminar

The Academy for Health Communication Innovation (AHCI) is excited to host its inaugural Health Communication Collaboration Faculty Seminar during the Spring 2025 semester. There are several definitions and understandings of health communication, but at its core, health communication is best understood as a “multifaceted and multidisciplinary field of research, theory, and practice concerned with reaching different populations and groups to exchange health-related information, ideas, and methods in order to influence, engage, empower, and support individuals, communities, health care professionals, patients, policymakers, organizations, special groups, and the public so that they will champion, introduce, adopt, or sustain a health or social behavior, practice, or policy that will ultimately improve individuals, community and public health outcomes” (Schiavo, 2014, p. 5).

Given the rich complexity of this field — as well as the vast number of scholars spanning eight schools and colleges at our university who are passionate about health — it is imperative that we take advantage of Seton Hall’s *diverse and collaborative environment* to create scholarship, courses, and media products reflecting the field’s objectives that can improve public health outcomes, benefit underserved populations, and serve our students as they prepare *to be leaders in their professional and community lives in a global society*. As such, the purpose of the Health Communication Collaboration faculty seminar is for participants:

1. to learn more about health communication and become familiarized with the major theoretical frameworks and approaches to the field;
2. to consider innovative and collaborative opportunities in their ongoing research and scholarship engaging health communication strategies, interventions, and best practices;
3. to contemplate health communication’s potential for improving existing higher education curricula, pedagogical frameworks, and teaching approaches; and
4. to prepare a new course (e.g., detailed syllabus), a new research project (e.g., a conference submission or journal article), or a new media artifact based on existing research (e.g., a podcast or digital health narrative, etc.) reflective of their new knowledge.

The deliverables noted in section 4 can be created independently or in collaboration with others. Participants developing research projects and media artifacts will also commit to sharing their deliverables at the 2025 Petersheim Academic Exposition (traditionally held in April each year) while those preparing new courses will be expected to submit them to their school or college for eventual integration into a certificate program in health communication in the future. With permission, media artifacts will also be used as representative samples for the AHCI’s *Health Communication Innovation* journal housed in Seton Hall University’s Walsh Library.

Overview of Topics and Seminar Format

There will be a total of seven, two-hour sessions in this faculty seminar, co-facilitated by Dr. Madison Krall and Dr. Ruth Tsuria from the College of Human Development, Culture, and Media. During the initial session of the seminar, participants will introduce themselves and their work, objectives will be outlined, and

a brief introduction to health communication will be provided. Seminar participants will also be provided with a seminar syllabus and an opportunity to think-pair-share on what areas of health communication they find most compelling. If time allows, participants can brainstorm possible deliverables that align with their existing research interests and individual seminar goals.

In the five follow-up sessions, participants can expect (1) in-depth discussions and deconstructions of health communication through a research lens; (2) brainstorming and workshop sessions focused on seminar deliverables in community with fellow participants; (3) online webinar opportunities devoted to teaching and content creation with experts from the field; and (4) networking and developmental opportunities meant to sustain seminar collaborations and facilitate the continued growth of health communication innovation at Seton Hall University. The seminar will conclude with an in person, end-of-year luncheon (session #7) to celebrate participant achievements and to discuss follow-up opportunities for the group to continue their work/complete any in-process projects. Interested parties may also be invited to work with the seminar's co-facilitators on the *Health Communication Innovation* journal or alternate AHCI opportunities in a more explicit capacity in the future.

Seminar Size and Eligibility

Participants must be full-time faculty members and can expect to engage in a seminar with no more than 12 individuals from across the university system.

Seminar Meetings

The seminar will be virtual to accommodate faculty members from each Seton Hall campus and meeting times will be determined by the group once the final cohort has been established. Meetings will be held bimonthly — every other week for six weeks until Petersheim, starting the second week of the Spring 2025 semester — with the celebratory luncheon to be held in-person during the first week in May.

Compensation

Participants will receive a \$500 stipend at the successful completion of the seminar, including submission of a completed course syllabus or presentation of their research project/media artifact at Petersheim in April 2025. Seminar participants must attend all six virtual sessions to be eligible for the stipend.

The Application and Review Process

[Click here to fill out the application form](#) no later than November 30, 2024:

- (1) Name
- (2) School/College
- (3) Rank
- (4) Indicate why you are interested in health communication and how you envision the seminar supporting your individual research goals or the objectives of your department, college, the university, and/or your professional community.

Applications will be reviewed beginning on December 1, 2024, and the seminar cohort will be finalized by January 1, 2025 to guarantee meeting dates and times can be formally identified by the start of the Spring 2025 semester.

[Contact Angela Lis with any questions.](#)