

Ideas for teaching a nutrition communications course in 7 weeks – what content is most essential. Ideas generated:

- It is essential students know how to find evidence-based studies, ideally covered in a prerequisite, provide review
- Assessment of prior knowledge and skills could help direct students needing to practice skills in particular areas
- Audience needs assessment – it is fundamental to understand one's audience and tailor communication accordingly
- Focusing our messages – having a strong purpose, key message, etc.
- Communication channels vary but include a combination of speaking, writing, and visual support
- Concepts such as health literacy and plain language, avoiding jargon
- Health marketing campaigns – assess what communication techniques are used and what makes them effective
- Provide regular practice in speaking and writing
- Consider using one larger project that utilizes everything learned in class
- Provide opportunities for students to collaborate, practice peer review, etc.