The background of the slide is a photograph of a landscape at dusk or dawn. The sky is a mix of dark blue, purple, and orange, with some clouds. In the foreground, there is a dark silhouette of a field or meadow. In the distance, there are dark silhouettes of mountains or hills.

Public health, autonomy and reactance

Guest Lecture

David Lee, Ph.D.

Associate Professor (Communication)

City Tech Department of Humanities

Health communication is
the **science** and **art** of using
communication to advance the
**health and well-being of people
and populations.**



Analysis

Medical error—the third leading cause of death in the US

BMJ 2016 ; 353 doi: <https://doi.org/10.1136/bmj.i2139> (Published 03 May 2016)

Cite this as: *BMJ* 2016;353:i2139



Infographic showing causes of death in the US. Medical error is highlighted as the third leading cause. Other causes include Cancer (20%), Heart disease (15%), All causes (2,597%), COPD (10%), Suicide (10%), Firearms (10%), and Motor vehicles (10%).

Cookie policy [thebmj](#) [Medical error in the US](#)

BMJ talk medicine
Medical error—the third leading cause of death in the US

SOUNDCLOUD
Share

12:17

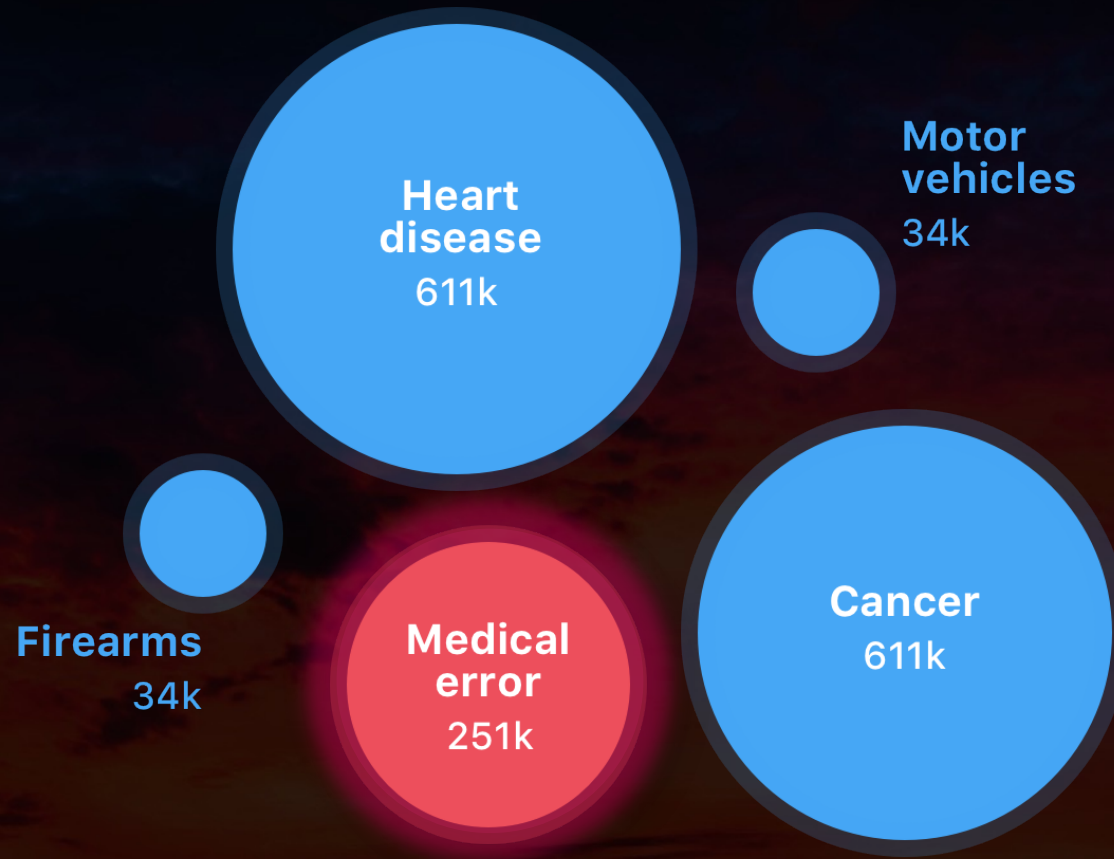
55.9K

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[Author affiliations](#)

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3rd
Leading
Cause

250,000
deaths/year



Medical
error
251k

80%
due to

MISCOMMUNICATION

Ineffective hand-off communication is recognized as a critical patient safety problem in health care; in fact, an estimated 80% of serious medical errors involve miscommunication between caregivers during the transfer of patients. The hand-off

https://www.jointcommission.org/assets/1/6/tst_hoc_persp_08_12.pdf





HEALTH
COMMUNICATION
An Umbrella
Concept

Patient-Provider
Communication

Public Health
Campaigns

Interdisciplinary
Teams

Emergency
Communication

Social support

Advertisements,
News & Mass Media

Multisectorial
Impersonal
GENERALIZED
Public

Tailored
TARGETED

CLINICAL
Personal
Individualized
PRIVATE



PUBLIC
HEALTH

HEALTH CARE

SCHOOLS

WORKPLACES

BUS
STOPS

COM 2403
Health Communication
Pathways: Individual and Society

Writing Intensive
3 cl hrs, 3 cr

The study and practice of communication as it relates to health professionals and patient outcomes. Topics include provider-patient interaction, team communication and the diffusion of health information through public health campaigns. Students learn the basics of clear, purposeful and compassionate communication across multiple channels, to reduce errors and provide better health care delivery.

Prerequisite: ENG 1101 or COM 1330 or higher

COM 1403
Introduction to
Communication in Healthcare
Professions

3 cl hrs, 3 cr

Introduction to the study and practice of communication for health professionals. Topics include listening, adapting your message, informative presentations and role-play exercises. Communication issues particular to health professions are a focus, including nursing, radiology, dentistry, optometry, health and human services and health administration. Students practice clear, purposeful and compassionate communication in face-to-face and mediated situations.

Pre-or-corequisite: ENG 1101

NYC College of Technology
Health Communication
Bachelor of Science



Autonomy

Obtain the wishes of the patient so that their autonomy can be protected.



Beneficence

To seek to act in the patient's best interest.



Justice

Navigate due process to determine where the limits on healthcare lie.



Non-Maleficence

Designate harm and determine how to avoid it.



U N I V E R S I T Y



Self-Directed



RE-FIT



TRANSFORM
YOURSELF

EAT BETTER
FEEL BETTER

EAT HEALTHY



GET YOUR
SHOT



GET UP.
GET OUT.
GET ACTIVE.

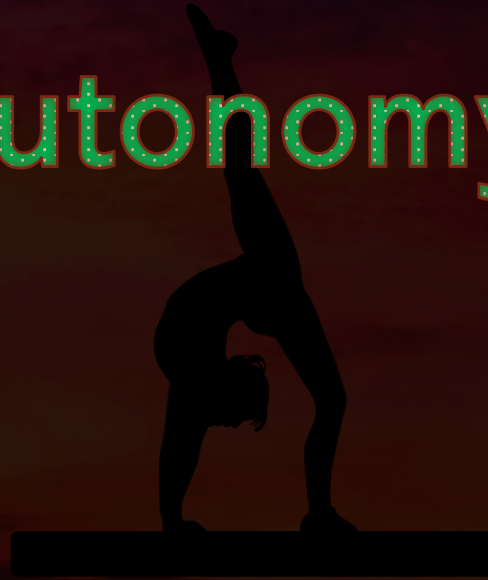
Get Healthy.
Get Hot.



WRAP
IT UP!
Practice safe sex.

Health promotion imposes on autonomy

**GIVING UP
IS SIMPLY
NOT AN
OPTION**



GENETICS

GENDER Attribution

Things we cannot change



Non
Modifiable
Risk
factors



FAMILY HISTORY



BOOZE




sedentary
lifestyle



Modifiable
Risk
factors



THE TOP 10 THINGS

5 RULES 

YOU **MUST** ACCEPT
IF YOU WANT TO

GET HEALTHY

**AND STAY HEALTHY
FOR GOOD!**

CHANGE YOUR MINDSET




You Must
Get Healthy

8 HEALTHY
ITEMS YOU
MUST PACK IN
YOUR PURSE



handmadehealthy.com

Desire independent



**YOU
SIMPLY
MUST**

Deontology

YOU'RE NOT

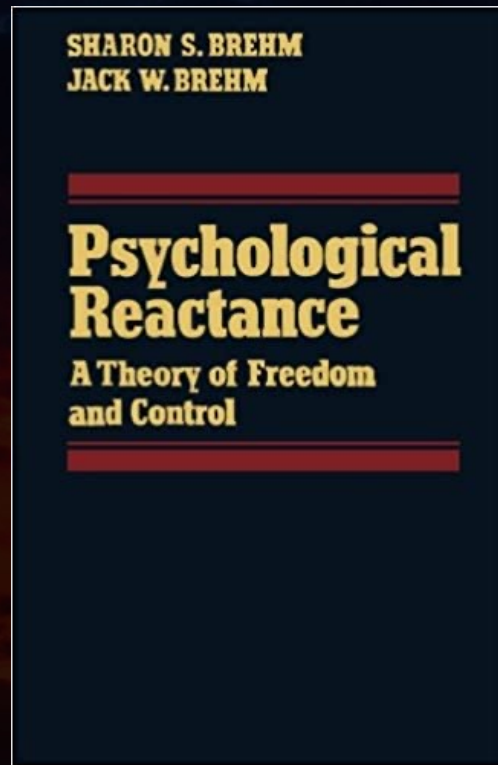


THE BOSS OF ME

DON'T TELL ME



WHAT TO DO



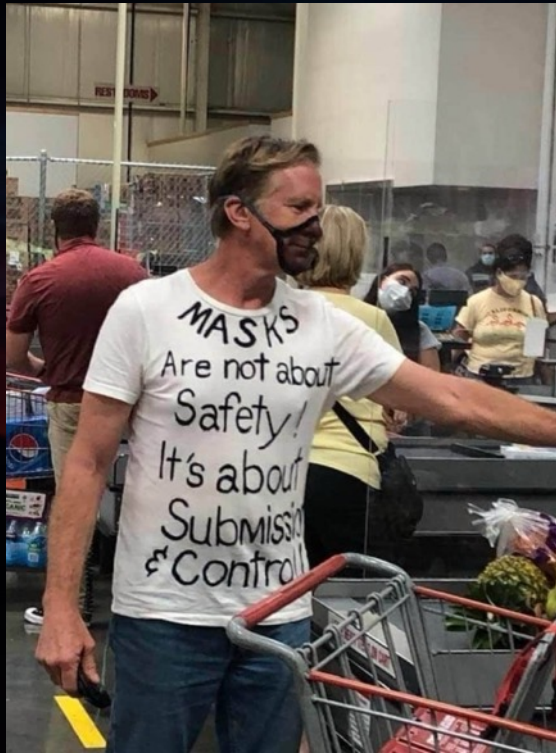
Reactance theory

DO *this*
***Not* THAT**









Posted in r/pics by u/ohnoh18



THE CDC CLAIMS THAT SMOKING IS DIRECTLY RESPONSIBLE FOR **480,000** YEARLY DEATHS, INCLUDING 25,000 FROM JUST SECONDHAND SMOKE


YET, THE GOVERNMENT HAS NEVER FORCED ANYONE TO STOP SMOKING TO SAVE A LIFE



SO THEN WHY ARE YOU BEING FORCED TO WEAR A MASK??

STILL THINK THIS IS ABOUT 'SAVING LIVES'?

Like Comment Share

 You can't smoke cigarettes in stores either lol





Government Paternalism



Nanny State or
Helpful Friend?



Julian Le Grand
and Bill New

THE NANNY STATE

BLISS IS JUST ONE MORE REGULATION AWAY



BASTIAT
INSTITUTE





Discussion Questions:

- Do you think the government is like a “nanny”?
- What are the legitimate uses of governments?
- What is it about a message that makes it bossy?

informing vs. commanding

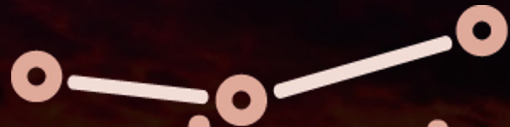


informing vs. commanding



GRAMMATICAL MOOD

meaning, definition, explanation...



indicative

S T A T E M E N T

IMPERATIVE

COMMAND

DIRECT *VS*

Indirect
speech

IMPERATIVE

ROSSI

Get Vaccinated!



STATEMENT

**Getting vaccinated
is the best way
to protect yourself
from COVID-19.**

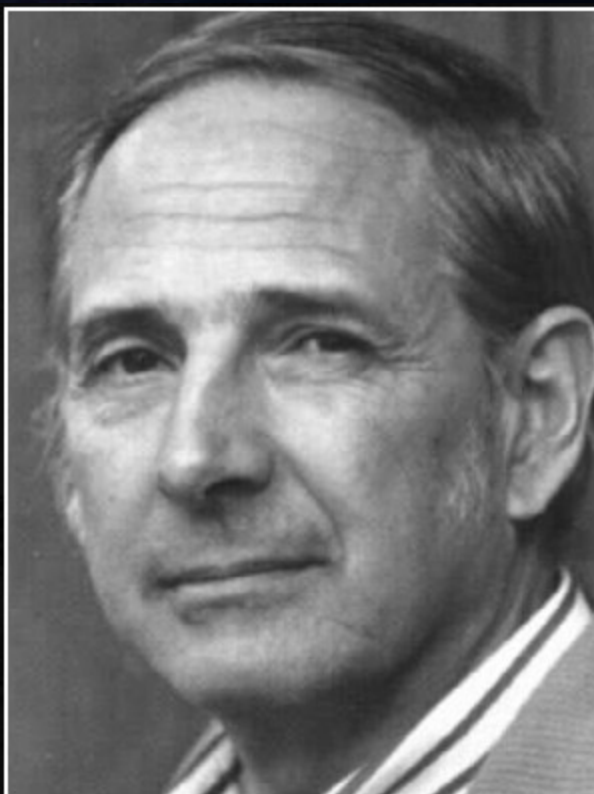
Speech acts

AN ESSAY IN THE PHILOSOPHY OF LANGUAGE



JOHN R. SEARLE

Indirect Directives



The problem posed by indirect speech acts is the problem of how it is possible for the speaker to say one thing and mean that but also to mean something else.

— *John Searle* —

AZ QUOTES