The National High Blood Pressure Education Program was implemented by Porter Novelli in 1972.

International Communication Association establishes the Therapeutic Communication Interest Group (which later became the ICA Health Communication Division) in 1975.

The American Academy on Physician and Patient was established (recently renamed the American Academy on Communication in Healthcare) in 1979.

Beginning in the 1980s, government-funded international work implemented by Johns Hopkins, AED, Manoff International, and Porter Novelli.

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Society for Health Communication, 2018
HCOM TEXTBOOK

1984

NCA
NCA forms the Commission for Health Communication (which later become NCA Health Communication Division).

1985

AIDSCOMM
USAID funded a 24 million dollar, 6-year project with AED to promote worldwide solidarity in the fight against HIV/AIDS.

1987

JOURNAL
1st peer reviewed journal devoted to health communication published, Health Communication.

1989

KENTUCKY CONFERENCE
The 1st Kentucky Conference in Health Communication, Persuasive Communication and Drug Abuse Prevention, was held with funding from the National Institute on Drug Abuse (NIAID).

Society for Health Communication, 2018
1989
NCI Pink Book First Published

The Pink Book builds on the Blue Booklet and the Purple Booklet, titled “Making PSAs Work”

1990s
NCI Funds Health Communication Research

NCI awards R01 grants and center grants to support health communication research. Awards went to University of Michigan, University of Wisconsin, University of Pennsylvania, University of St. Louis/Washington University.

“During the 25 years that NCI has been involved in health communication, ongoing evaluation of our communication programs has affirmed the value of using specific communication strategies to promote health and prevent disease.”
TUFTS & EMERSON
Undergraduate and graduate health communication majors begin to be offered with Tufts University School of Medicine and Emerson College jointly launching the first MS in health communication.

SM CONFERENCE
Sponsored by USF Health, the first USF Social Marketing Conference is held.

HIV Prevention
Marketing Initiative
HHS-funded program to curb risky behavior in young adults.

1993

SM QUARTERLY
Social Marketing Quarterly begins publication. It is published by Sage Publications in association with FHI360.

1994

1995

1996

JOURNAL
The Journal of Health Communication begins publication.
The NCI created the Health Communication and Informatics Research Branch in the Division of Cancer Prevention and Control.

CDC officially establishes health communication as a job series.

The Health Communication Working Group (HCWG) is established in the American Public Health Association.

The Journal of Medical Internet Research is created to study internet-based health research.

The NCI created the Health Communication Intervention Research Branch, starting the HINTS research program and funding many multi-year health communication research projects.
2000
Health Communication
Chapter Included in Healthy People 2010
The Coalition for Health Communication (CHC) is established to advance health communication with the ICA and NCA Health Comm Divisions and the APHA Health Comm Working Group.

CECCR
NCI announced establishment of four Centers of Excellence in Cancer Communication Research (CECCRs) providing five year funding for research centers.

VERB CAMPAIGN
Congress appropriated $125M to CDC to create a national media campaign to change children's health behaviors.

HINTS
NCI created the Health Information National Trends Survey (HINTS) biennial national survey of health information seeking.

Society for Health Communication, 2018
NCHM
The CDC launches the National Center for Health Marketing (NCHM) for conducting and advancing health communication research, practice, and partnerships.

2005

CENTERS FOR EXCELLENCE
CDC NCHM awards funding to three Centers of Excellence in Health Marketing and Health Communication: University of Connecticut, University of Georgia, University of Washington.

2006

CHC NCHM
CHC NCHM launches the annual National Conference on Health Communication, Marketing, and Media.

2007

SPM
The Society for Participatory Medicine is established to promote participatory medicine by and among patients, caregivers and their medical teams.

2008

JCH
Journal of Communication in Healthcare launched.

2009

Society for Health Communication, 2018
2009

H1N1 Flu Pandemic first to use Social, Streaming, & Mobile Media

Society for Health Communication, 2018
CDC CAMPAIGN
CDC launches the Tips from Former Smokers campaign.

HEALTHY PEOPLE
Health Communication included in Healthy People 2020

CHC
Center for Health Communication created at The University of Texas at Austin

GHCJ
Global Health Communication journal launched.

HCCC
Johns Hopkins’ Center for Communication Programs launched Health Communication Capacity Collaborative.

Society for Health Communication, 2018
2016

Society for Health Communication was established to unify us across various industries and unite us behind one vision.

www.HC society.org
Health Communication Scholarship (was) Growing

Publications per year with “health communication” in title or abstract per Google Scholar

Society for Health Communication, 2018
Health Communication and Health Information Technology Priorities

Limited mention of Health Comm in Healthy People 2030

Society for Health Communication, 2018

HC/HIT-1
Improve the health literacy of the population

HC/HIT-2
Increase the proportion of persons who report that their health care providers have satisfactory communication skills

HC/HIT-9
Increase the proportion of online health information seekers who report easily accessing health information

HC/HIT-12
Increase the proportion of crisis and emergency risk messages intended to protect the public’s health that demonstrate the use of best practices
WHAT IS HEALTH COMMUNICATION TODAY?

Health communication is the science and art of using effective communication to advance the health and well-being of people and populations (SHC, 2017)

Health communication is a multidisciplinary field of study and practice that applies evidence, strategy, theory, and creativity to promote behaviors, policies, and practices that advance the health and well-being of people and populations (SHC, 2017)
WHAT WILL HEALTH COMMUNICATION BE TOMORROW?