



About the

Health Communication Partnership

CREATING HEALTH COMPETENT SOCIETIES

The Health Communication Partnership (HCP) is an innovative team with the overall aim of promoting health competent societies by advancing the field of health communication, based on proven and evidence-based strategies, experience, and the development of new approaches. The Partnership will create supportive environments, effective health services, and health literacy at both the individual and societal levels.

WORKING ACROSS THREE DOMAINS OF COMMUNICATION INTERVENTIONS

- Individuals and communities
- Health Services
- Social and political environments

WORKING TO FACE GLOBAL HEALTH CHALLENGES

Using a variety of innovative and evidence-based approaches, the Partnership will address some of the world's most pressing health issues as it moves towards its goal of creating more health competent societies. These include:

- HIV/AIDS
- Reproductive Health
- Maternal Health
- Child Survival
- Nutrition
- Infectious Diseases (e.g., Malaria, TB)

COMMUNICATION STRATEGIES

Strategic communication programs make a powerful difference in helping individuals and communities to adopt healthy behaviors. The activities undertaken by the Partnership are based on a conceptual framework that operationalizes how communication programs can take place through and across the three communication domains to produce behaviors that lead to sustainable health.

Partnership communication programs will include:

- Program design
- Strategy development
- Research and evaluation
- Capacity building
- Knowledge management
- Use of interactive information technology
- Community mobilization
- Use of mass media
- Interpersonal communication and counseling
- Reciprocal learning
- Distance education

Based at:

Johns Hopkins Bloomberg School of Public Health Center for Communication Programs
111 Market Place, Suite 310 • Baltimore, Maryland 21202 USA

THE PARTNERSHIP



Johns Hopkins Bloomberg School of Public Health's Center for Communication Programs, a pioneer in the field of strategic, research-based communication for behavior change and health promotion that has helped advance the theory and practice of public health communication.



Academy for Educational Development

Academy for Educational Development (AED), an independent, nonprofit organization committed to solving critical social problems in the U.S. and throughout the world through education, social marketing, research, training, policy analysis and innovative program design and management.



Save the Children, an organization that transforms children's lives, providing the world's poorest families and communities with the tools they need to break the cycle of poverty, ill-health and illiteracy, giving children the best chance not only to survive, but also to thrive.

The Partnership also includes:

- Southern Based Partners
- Global Joint Programming Partners
- Collaborators

For more information contact: hcpinfo@jhuccp.org

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The International HIV/AIDS Alliance. Established in 1993 by a consortium of international donors, this U.K.-based INGO supports communities and people living with HIV/AIDS in developing countries to play a full and effective role in the global response to HIV/AIDS.



Tulane University's School of Public Health and Tropical Medicine, established in 1912 after being in the Medical College of Louisiana since 1834, is one of the nation's earliest public health schools. The school seeks to advance public health knowledge, promote health, and prevent disease, disability and premature mortality.



University of North Carolina's Carolina Population Center at Chapel Hill is a community of outstanding scholars associated to promote population research and research training.



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