





Wellness



- “State of complete physical, mental, and **social well-being** and not merely the absence of disease or infirmity” (World Health Organization, 1946). Can include spiritual wellbeing, occupational satisfaction, and environmental safety.



Western Health/Illness



Early: Germ theory



Later: Disease Prevention



Today: Health Promotion

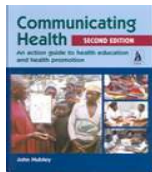


Psychology and Health

- Health psychology (PSY theory applied to well-being)
- Behavioral Medicine (MED applied to PSY)
- Psychoneuroimmunology (Interactions of PSY, Neurology, & Immune System Functioning)
 - Norman Cousins
 - Support, Relaxation training, confiding in others



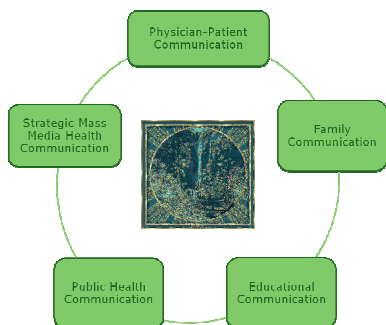
Health Fields and Communication



- Health Communication
- Health Campaigns
- Health Administration
- PhD. in Health Communication at GMU



Strategic Communication and Wellness Promotion



Communication, Wellness and the Mind

(Ryff, 1995)

Resiliency & Communication

Wellness, Communication, and the Lifespan (Erikson)

Trust-Mistrust (0-18 months)
Autonomy/Self Doubt (18 months-3 years)
Initiative/Guilt (3-6)
Competence/Inferiority (6-12)
Identity/Role Confusion (13-18)
Intimacy/Isolation (19-)
Generativity/Stagnation (Midlife)
Ego Integrity /Despair (Later life)
