

Call for Chapter Proposals: Theory and Application of Health Acculturation: A Communication Perspective

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Co-Editor: Rukhsana Ahmed (University at Albany, SUNY)

Overview of the Book:

The increase of migration flows across the globe has prompted unmet health needs of the migrant population as they navigate different health systems, beliefs, and practices. Although existing literature has examined the relationship between acculturation and health outcomes, health acculturation as an emerging concept has not been fully developed from a communication perspective. Health acculturation entails a dual process by which both migrants and healthcare professionals change their health beliefs and practices through contact with the other's cultures. Our edited book aims to unpack the complexity surrounding the health acculturation process through different theoretical frameworks, as well as cross-cultural applications of the concept in a range of communication contexts, including interpersonal, group, organizational, mass, digital and social media.

Scope and Recommended Topics:

Health acculturation involves the process of gradual changes and development along dimensions such as: 1) health beliefs and practices, 2) health literacy, 3) health systems (e.g., insurance and hospital systems), and 4) health-related social networks/support. Therefore, we invite chapters that theorize and apply the concept of health acculturation in a variety of cultural contexts at the individual, institutional, and societal levels. We welcome submissions from scholars and practitioners in any disciplinary field. Recommended topics include, but are not limited to:

- Theoretical development of health acculturation from different disciplinary perspectives
- Migrants' experience of coping with the differences in health beliefs, practices, and systems in their culture of origin and host culture
- Development of health literacy among migrants across the globe
- Migrants' development of health-related social networks/social support in the host cultures
- Health communication between migrants and healthcare professionals
- Cultural competence of healthcare professionals
- Cross-cultural comparison of health beliefs, practices, and systems and their impact on health acculturation
- Health acculturation strategies adopted by migrants and healthcare professionals
- The role of mass and social media in health acculturation

Submission Guidelines:

Chapter proposals should include the following components:

1. A title page with contact information for all authors;
2. A 700-1200 word (including references), single-spaced extended abstract clearly explaining:
 - a. The purpose and the contents of the proposed chapter; and
 - b. How the proposed chapter relates to the overall aim of the book;A working bibliography – a list of potential resources for your chapter done in APA style (7th edition); and,
3. A brief biographical statement (maximum 200 words) written in the third person containing the following information:
 - a. Current position and affiliation;
 - b. Highest degree held, field, and institution granting that degree; and,
 - c. Current area of research and/or current research project.

Please combine all files into one word document and email it to the editors, Yuxia Qian, qian@kutztown.edu or Rukhsana Ahmed, rahmed4@albany.edu no later than October 25, 2022. Please put your subject line as "health acculturation chapter proposal." Authors of accepted proposals will be notified in early December. The deadline to submit full chapters is April 10, 2023. Full chapters should be between 6,000-8,000 words, including references.

NOTE: All written work should be prepared in English and conform to APA style (7th edition). Submitted work must not have been previously published or be under consideration for publication elsewhere. The editors will review all complete chapter proposals; however, there is no guarantee of eventual publication.