



HEALTH REPORTING
TRAINING PROJECT

**Aiming
to advance
training in
health reporting**

www.project-heart.eu

**HeaRT EU CONFERENCE
ON HEALTH JOURNALISM**

Monday, October 15, 2012

Acropolis Museum, Athens, Greece



FH ID FB 2



UNIVERSITY OF TARTU



Education and Culture DG

Lifelong Learning Programme



Agenda

08:30 – 09:00

Registration & Coffee

09:00 – 09:30

Welcoming Notes

Introduction

Professor Dimitris Linos, President of Prolepsis, Greece

09:30 – 11:00

Session I - The Health Reporting Training Project

**EU initiative to advance training on health reporting:
The HeaRT project**

Afroditi Veloudaki, HeaRT Project Manager, Prolepsis, Greece

Results from HeaRT research:

Health reporting training in the EU

Martin Kilgus, Journalist, SWR, Germany

Athanassios Petralias, Postdoctoral Researcher, Department of Statistics, Athens University of Economics and Business, Scientific research advisor, Ministry of Development, Research associate, Prolepsis, Greece

HeaRT training program: Workshops & E-learning tool

Dina Zota, Health Promotion Specialist, Prolepsis, Greece

Evaluating HeaRT project - Preliminary results

Mihaela Danga, Center of Independent Journalism, Romania

Building on the project: Enhancing health reporting in Europe

John Lister, University of Coventry, UK

Discussion

11:00 – 11:30

Coffee break

11:30 – 13:00

Session II - The importance and quality of health reporting

Chair: Yiannis Devetzoglou, Journalist, Newspaper "TA NEA", Greece

Why should we report on health?

Trudy Lieberman, Contributing Editor, Columbia Journalism Review, US

Health, Media and the Truth

George Pleios, Professor, Head of the Department of Communication and Media Studies, University of Athens, Greece

Covering health issues: mind the traps

Rinke van den Brink, Health Editor and Research Journalist, NOS News, Netherlands

The Quality (?) of Health Reporting

Dr. Muiris Houston, Medical Journalist and Health Analyst, The Irish Times, Ireland

Criteria for the evaluation of medical reporting - Testing their applicability

Wiebke Rögener-Schwarz, Research Assistant, Chair of Science Journalism, Institute of Journalism, University of Dortmund, Germany

Discussion

13:00 – 14:00

Lunch

14:00 – 15:15

Session III - Reporting on business and economics of health care and health policy

Chair: Nikos Chatzinikolaou, Editor and Director of Real News, Greece

Health policy and business: The Search for the Right Answer

Nicholas Timmins, Senior fellow The King's Fund, UK

Investigative health journalism: The need for creating networks

Vlad Mixich, Senior Editor for HotNews.ro, Romania

Don't let the economists frame the health policy debate

Anna Wagstaff, Assistant Editor, Cancer World, UK

Getting to the heart of the matter

Mark Nicholls, Health Journalist, Medical Journalist Association, UK

Discussion

15:15 – 15:45

Coffee break

15:45 – 16:30

Session IV - Conflict of interest -
ethics in reporting health

*Chair: Isidoros Karatzas, Head of the Ethics Sector,
European Commission, DG Research & Innovation*

Conflict of interest -

Who got the voice and power in health journalism?

Ulla Järvi, Medical Journalist, Finnish Medical Journal, Finland

Cord Blood Banks - the Greek Phenomenon

Ioanna Soufleri, Molecular biologist, Journalist, TO VIMA, Greece

Italian media in private clinics' hands:

Health care journalism or advertising?

Amelia Beltramini, Managing Editor of FOCUS, Italy

Discussion

16:30 – 17:30

Session V - Health reporting -
lessons, opportunities and case studies

*Chair: George Pleios, Professor, Head of the Department of
Communication and Media Studies, University of Athens,
Greece*

Contacts - Catching them, caring for them and keeping them

*Kate Kelland, Health and Science Correspondent, Europe, Middle
East and Africa, Thomson Reuters, UK*

Health literacy training for journalists,

a prerequisite when communicating health during crisis

*Germain Thinus, Policy Officer, European Commission,
Health Threat Unit*

Disease in the news: An overview of the Portuguese case

Rita Araújo, PhD Student, Portugal

Discussion

17:30 – 18:00

Discussion – Closing of conference

Book of Abstracts

SESSION I

The Health Reporting Training Project

EU initiative to advance training on health reporting: The HeaRT project

HeaRT is a 2-year Leonardo da Vinci, Grundvig and Dissemination project co-funded by the Education, Audiovisual and Culture Executive Agency. Its general objective was to develop vocational training tools offering knowledge and skills to journalists, so as to enhance training on health reporting in the EU.

Results from HeaRT research: Health reporting training in the EU

Health journalism educational courses and opportunities were identified around Europe. An electronic platform was built with all available educational courses on health journalism providing links and useful information on each course (available at HeaRT website).

Health Journalism training in Europe: Situation and needs. Survey report

The basic results of the original research that took place in Estonia, Finland, Germany, Greece, Romania, Spain and United Kingdom in the framework of the HeaRT program will be presented. By using a common instrument in all partner countries, journalists were asked to report their background, experience in the field, sources of information, as well as their existing and desired training on reporting health stories.

HeaRT training program: Workshops & E-learning tool

HeaRT project developed health reporting training methodology, curriculum and educational materials that combine expertise from both health and journalism. These modules were delivered to journalists and students of journalism in the form of seminars that took place in Estonia, Finland, Germany, Greece, Romania and United Kingdom and in the form of an online training tool available on the project's website.

Evaluating HeaRT project - preliminary results

Throughout the project evaluation tools were applied to assess both the process and the outcome of the various activities. Preliminary results of the training workshops conducted in the 6 EU countries will be presented.

Building on the project: Enhancing health reporting in Europe

The work of the HeaRT project developed the basis for a series of modules, now available online as an e-learning resource. In each country we have been able to contact and work with health journalists and those who want to improve their skills. But there have been limits to what we could do, because many journalists who have taught themselves the basics of health journalism cannot get the time or support from employers to undertake additional training or development.

And if we are to make a lasting contribution to the training of journalists, the people teaching existing journalism courses need to be persuaded that health and health care are vital components of journalistic output, and that news on health and health care is a vital part of public awareness and perception. We need to look at ways to persuade them to integrate at least some of the elements we have identified into their mainstream courses.

HeaRT partner institutes, universities and educational bodies now have resources and expertise they can offer. And people from other countries present at the Athens conference can seek ways of spreading the word on the training resources we have developed.

Main Partner:

Institute of Preventive Medicine,
Environmental and Occupational Health,
Prolepsis, Greece



Dimitris Linos, MD, PhD

President, Prolepsis;

*Professor of Surgery, Medical School of the National Kapodistrian
University of Athens;*

*Professor of Surgery at St. George's University of London Medical School at the
University of Nicosia;*

*Consultant on Surgery at Massachusetts General Hospital and Lecturer at Harvard
Medical School*

Prof. Linos graduated from the Medical School of Athens in 1975. He completed his postgraduate training at Harvard Medical School and the Mayo School of Graduate Medical Education and has practiced in prominent medical universities and hospitals in the U.S.

Over the past 30 years Prof. Linos applies innovative surgical techniques in Greece and internationally, while he was among the pioneers on laparoscopic surgery in the beginning of 1990s. Over the past years he has been applying advanced techniques in adrenal glands, the thyroid and other endocrine glands.

Prof. Linos is the author of more than 120 original scientific articles, which were published in peer reviewed medical journals. He has contributed more than 30 chapters in surgical textbooks and has written two Greek surgical books, as well as two internationally acclaimed books: "The Adrenals" (Springer, 2005) and "Minimally Invasive Thyroidectomy" (Springer, 2012).

He has been President and member of numerous Greek and international medical associations and actively participates in several scientific committees.

Afroditi Veloudaki

Project Manager, HearT; Programme Director, Prolepsis

Afroditi Veloudaki, a PhD candidate at Athens Medical School, holds a bachelor degree in Mass Media and Communication from the National Kapodistrian University of Athens, Greece. After working in the Hellenic Audiovisual Institute (IOM) in Athens as a researcher on communication issues, she continued her education in Boston in the U.S. Honored with a Fulbright Scholarship and a Merit Award from Emerson College, she specialized in Health Communication and obtained a MA from Emerson College and Tufts University School of Medicine. While in the U.S. she worked at Children's Hospital Boston and at the Marketing Department of St. Elizabeth's Medical Centre. Since 2007 she works at the Institute of Preventive Medicine Environmental and Occupational Health, Prolepsis, as a health communication consultant and recently as director of the Institute's national and international programs and actions. She is the project manager of HearT project.

Dina Zota

Health Promotion Specialist, Prolepsis

Dina Zota holds a BA in Psychology from the School of Philosophy and a MSc in Health Promotion and Education from the School of Medicine of the National and Kapodistrian University of Athens. As part of her postgraduate studies she worked at the Center of Health Promotion, at the University of Toronto, Canada. At the moment she is a PhD candidate at the University of Athens. Since September 2008, she has been working for the Institute of Preventive Medicine, Environmental and Occupational Health, Prolepsis, as a researcher and a coordinator of various EU projects, as well as national initiatives concerning the design and implementation of health promotion projects on issues, such as smoking, healthy nutrition and migrant health.

Athanassios Petralias, PhD

Postdoctoral Researcher, Department of Statistics, Athens University of Economics and Business;

Scientific research advisor, Ministry of Development;

Research associate, Prolepsis

Athanassios Petralias holds a PhD in Statistics from the Athens University of Economics and Business. He is currently a postdoctoral researcher at the same department, research associate of the Prolepsis Institute and teaches at the MSc programme of occupational and environmental health, administration and economic evaluation of the Athens Medical School. He has published research in several international scientific journals in the fields of environmental health, surgery, statistics and mathematics and has coauthored two academic books.

Associated Partners:

Coventry University,
United Kingdom



John Lister

University of Coventry

Dr John Lister has worked in print journalism for over 38 years, and also been involved in public relations and research on health policy in the UK and worldwide. He has focused for the past 28 years on health journalism, working at first full-time, and since 2004 part-time as Information Director/Editor of the pro-NHS pressure group London Health Emergency (www.healthemergency.org.uk) conducting research and offering publicity services to trade unions at local and regional level, local authorities and local campaign groups.

In his academic capacity, since 2004 Dr. Lister has also been a part-time senior lecturer at Coventry University, teaching Journalism, and Masters Level Journalism and Health Journalism. Since the end of 2010 he has been involved

through Coventry University as the UK partner in the EU-funded HearT (Health Reporter Training) project. In June 2011 he organized the first-ever European conference on health journalism at Coventry University, attracting over 60 delegates from more than a dozen European countries.

Center for Independent Journalism,
Romania



Centrul
pentru
Journalism
Independent

Mihaela Danga

Researcher, Translator, Center of Independent Journalism

Mihaela Danga is the deputy director of the Center of Independent Journalism. She has experience in project writing and management. She has a librarian background and solid experience in building and maintaining databases. She has conducted several researches as part of CIJ's programs, both at a national and international level. As a former secretary of the South Eastern European Network for the Professionalization of Media (SEENPM – www.seenpm.org), from 2004 to 2006, she has gathered solid knowledge of the SEE media environment and has organized international events.

Ioana Adriana Avadani

Executive Director, Center of Independent Journalism

Ioana Avadani is the executive director of the Center of Independent Journalism. In her 20 years in the media field, she coordinated programs in professional training for journalists, targeted assistance for media, advocacy for transparency, press freedom and protection of journalists, as well as curricula development. She served two successive mandates as the president of the South East European Network for Professionalization of the Media and is a member of the Prime Minister's College for Consultation with the NGOs, a member of Team Europe, a group of experts in EU issues, created by the Delegation of the European Commission in Romania. She is a member of the advisory board of the Rosalyn Carter Mental Health Journalism Fellowship Program.



Sari Virta

Team leader for Strategic Communication at Finnish Occupational Institute

Sari Virta (M.Sc) is the team leader for Strategic communication at Finnish Occupational Institute FIOH. Previously, she has worked more than ten years in the media industry for training and development. She also has experience from international aid work as well as working as a training manager and consultant. At the moment Ms. Virta is a PhD student at Tampere University, specializing in creative organization, content development and media management. Ms Virta's experience covers project management and work community consulting, which have been utilized in several international projects alongside domestic cooperative projects.

Anna-Liisa Karhula

Editor and deputy team leader in Publication, Information and Web Services at Finnish Institute of Occupational Health

Anna-Liisa (MA, Diploma in Marketing) is editor and deputy team leader in Publication, Information and Web Services at Finnish Institute of Occupational Health. Her main tasks are adapting and conveying information, innovations and good practices generated by FIOH, for application at workplaces and for the use of the authorities and citizens. Her specialties are language of science (in Finnish), textbooks, handbooks, research reports, publishing contracts and publishing business. She is member of the Board in Union of Magazine Journalists, of the Commission of Working Life in the Union of Journalists in Finland, in Health Journalists, in Finnish Association of Science Editors and Journalists, of the Board in Helsinki International Press Club and associate member in Work and Organizational Psychologists Association. She has about 20 years experience in publications and marketing and she is enthusiastic about editing scientific writings in plain language.

Eda Merisalu

*Associate Professor, Environmental and Occupational Health,
University of Tartu*

Education:

1995: Kaunas Medical Academy, Lithuania

1985: Faculty of Medicine, University of Tartu

1977: Faculty of Physical Education, University of Tartu

Scientific degree: Dr.Med.Sci (pathophysiology)

Profession: Associate Professor, Environmental and Occupational Health

Institution: Department of Public Health, Faculty of Medicine, University of Tartu,
Estonia

Project management: Leading of 6 local research projects; sub-coordination of
11 international projects

Publications: Total number of publications 172: monographies - 8, ISI articles -
18, the articles in local journals - 21; conference abstracts - 94, editor of abstract
books - 2; teaching aids - 14, project reports - 7

Press: 10 articles in the national newspapers; 7 radio-interviews, 2 tele-inter-
views

Supervision and defended theses: two doctoral theses, 12 master thesis, 10
bachelor thesis, 10 diploma works, 6 course works

Running supervision: two PhD students, two master students

Hans Orru

Lecturer, Environmental Health, University of Tartu and Umea University

Hans Orru is a lecturer of environmental health in the University of Tartu and
Umea University. His main research area is related to health and environ-

ment interactions. He is an active promoter of environmental health sciences in Estonia. He has made several interviews with journalists and written in the newspapers about his studies. During the last 5 years he has published 9 international articles, 5 articles in the local journals and 12 conference abstracts and presentations.

Halliki Harro-Loit

Professor of journalism, Department of Journalism, University of Tartu

Halliki Harro-Loit is professor of journalism at the Institute of Journalism and Communication at University of Tartu, Estonia. Her research group "Cultural Communication" is also participating at the Centre of Excellence in Cultural Theories. She has published internationally in the area of journalism studies, comparative media policy, discourse analysis, media history, crisis communication and information law and ethics.

University of Applied Sciences Düsseldorf,
Germany

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Martin Kilgus

Journalist, SWR

Martin Kilgus has 25 years of journalist experience and journalistic training with NBC Radio & TV Washington D.C. and SWR Public Radio & TV. Since 2003 he is the vice editor-in-chief for SWR International and SWR media magazine. He has special experience in communication to special target groups, eg. migrants and citizens facing social exclusion, multi-lingual broadcasts and multi-format distribution of information content using new technologies. Dr. Kilgus is a trainer for young journalists and has worked on the management of WHO public health project on tuberculosis prevention. He is the coordinator of public EU spots/radio news coverage in Germany. 2005 campaign for 18 million listeners. He was responsible for the management of coverage of H1N1 vaccination program and preventive health behavior. He has 15 years of EU project management experience in the field of YOUTH, Leonardo-da-Vinci, GRUNDTVIG, MINERVA, INTI & Comenius.

SESSION II

The importance and quality of health reporting

Chair:

Yiannis Devetzoglou

Journalist, Newspaper "TA NEA", Greece

Yannis Devetzoglou studied Journalism and Mass Media at the University of Thessaloniki. He is a journalist at the newspaper "TA NEA", the largest daily in Greece, covering health and science. He was a member of the team who started the first health web site in Greece in 2001. He wrote health and science stories for "Popular Science" magazine, and edited stories for the Greek edition of "National Geographic" magazine, checking for their scientific validity. He also worked for "Intelligent Life" and wrote special reports for "The Economist". He is also was national finalist for EU health prize for Journalists of the 2011

Why should we report on health?

Trudy Lieberman

There are many reasons why journalists should cover health care and news outlets should support them. First, there are the political and financial reasons. Health care spending consumes large portions of GDP in many countries, which constantly struggle with the questions of how much to spend and how to allocate their resources within limited budgets. That inevitably involves dealing with pressure groups and sellers of new drugs and technologies that want their medical interventions paid for. Second, the public is keenly interested in reading health and medical stories. They love to read about new treatments that might be miracle cures for whatever ails them. That also means the press must be ready to explain what the studies really show and what harms (as well as benefits) come from such medical interventions. Is it worth it to pay for them? There are also questions of public health—outbreaks of disease, obesity, tobacco use, hunger that still exists. The press has a role to play informing the public when an epidemic hits and explaining the efforts of governments in fighting obesity and tobacco use.

Trudy Lieberman

Contributing Editor, Columbia Journalism Review

Trudy Lieberman, a journalist for more than 40 years, is a contributing editor to the Columbia Journalism Review where she blogs about health care and retirement at www.cjr.org. Her blog posts are at <http://www.cjr.org/author/trudy-lieberman-1/>. She is also a fellow at the Center for Advancing Health, where she blogs about health at <http://www.preparedpatientforum.org/>. Her blog posts are at <http://blog.preparedpatientforum.org/blog/category/author/trudy-lieberman/>. Lieberman has had a long career at Consumer Reports specializing in insurance, health care and health care financing. She was also the director of the Center for Consumer Health Choices at Consumers Union. She is a contributor to The Nation, and has written a column about health and the marketplace for the Los Angeles Times. Lieberman began her career as a consumer writer for the Detroit Free Press where her reporting became a model for consumer writers across the country. She has won 26 national and regional reporting awards and other honors, including two National Magazine Awards, 10 National Press Club Awards and five Society of Professional Journalists Deadline Club Awards and has received two Fulbright awards--one for work in Japan and the UK. She is the author of five books including *Slanting the Story the Forces That Shape the News* and the Consumer Reports Guide to Health Services for Seniors, which was named by Library Journal as one of the best consumer health books for 2000. Lieberman is an adjunct associate professor of public health at City University of New York. She served five years as the president of the Association of Health Care Journalists, a professional organization of over 1300 journalists who cover health and medicine. She is currently a national advisory council member of the California Health Benefits Review Program. She has served on the board of directors for the National Committee for Quality Assurance, the Medicare Rights Center, and Village Care of New York. She can be reached at trudy.lieberman@gmail.com and can be followed on Twitter at [trudy_lieberman](https://twitter.com/trudy_lieberman).

Health, Media and the Truth

George Pleios

Health as an objective reality and as a concept, as well as the structure of health problems in a given society consist a social construction. Consequently, the extent and ways of dealing with health problems, including

the health system and health policies consists a social reality as well. The most important mechanism in the process of social construction of health is communication, language and the media, especially the dominant media in a given time and in a social environment. From this point of view, not only the media content but also their discursive and technical characteristics, the organization of production and the social organization of perception of messages in relation to the given social environment play a key role. In nowadays the dominant media are the so called old and new media. They have many things in common, but they are also compatible as well as antagonistic. Old media continue to define what health is, which are the most important health problems, their causes and effects and how they have to be faced. New media usually expand this power of old media. But, at the same time, a large number of people and groups have access to such definitions. Among others through new media all agents, health experts or not have the same communicative power to interpret and redefine the health sphere that is set by the old media and experts. They also can change the health agenda. In this direction a key issue is “medical truth”. Thus, despite the fact that through new media a large number of people and groups acquire access to scientific knowledge, at the same time the language and discursive characteristics of internet information make possible the mix of scientific and common as well as not scientific knowledge. And this is a serious problem that all sides need to face and regulate.

George Pleios

Professor, Head of the Department of Communication and Media Studies, University of Athens

George Pleios (PhD in Sociology of Culture and Mass Media) is Professor and Head of the Department of Communication and Media Studies at the National and Kapodistrian University of Athens. Since 2003 he has also been Director of the Laboratory for Social Research in Mass Media. In the past he has taught at the University of Ioannina and University of Crete. He is author of 4 books, co-author of 1 book, author in 13 Greek and foreign edited books and editor of 4 books. He has published more than 40 articles in Greek and foreign reviews. He has been primary investigator in more than 20 research projects and has presented more than 40 papers in national and international conferences on mass media. His current interests focus on the relation between mass media and society.

Covering health issues: Mind the traps

Rinke van den Brink

Health is one of the most important, if not the most important issue for our readers, listeners and watchers. Their personal health off course, but also the health system and health policy. Everybody has opinions on this issue. The health budgets are huge and all parties concerned have equally huge interests.

NOS NEWS is by far the biggest news-organisation in the Netherlands. Every pharmaceutical company, every doctor, every hospital, every patient and every lobby-organisation looks for ways to promote their ideas, discoveries, products, new treatment etc via NOS NEWS.

This opens widely all kinds of traps for us: is a new drug or treatment indeed new and furthermore worth of attention in the news for a general public? Are the studies on these new drugs and treatments convincing on the claims that are formulated? What are the effects of our reports and in which way do we have to take them into account? How do we evaluate scientific studies on issues we do not always know? These are the questions that will be addressed in this talk and illustrated with some examples from the presenter's own practice.

Rinke van den Brink

Health Editor and Research Journalist, NOS News, Netherlands

Rinke van den Brink (1955) is health editor and research journalist at NOS News, the main public news broadcaster in the Netherlands. Before working for the multimedia NOS, he was working for a news magazine and as a correspondent in Amsterdam for several French spoken media. Van den Brink is author of several books on extreme right and populist political parties in Western-Europe. Actually he is writing a book on antimicrobial resistance that wil appear in february 2013.

The Quality (?) of Health Reporting

Dr. Muiris Houston

Recent research from Australia, the US and France has questioned the quality of health reporting in public media. The presentation will look at the evidence and discuss the unique challenges facing health and medical journalists as they report on advances in medicine and health care.

Dr. Muiris Houston

Medical Journalist and Health Analyst, The Irish Times, Ireland

Muiris Houston graduated in medicine from Trinity College Dublin in 1985. He subsequently completed specialist training in occupational medicine and in family practice. He worked for almost 10 years as a GP principal and occupational physician in Dublin, before moving to rural Co. Galway in 2000 as part of a career change when he was appointed medical correspondent with The Irish Times. He is a regular health analyst in both Irish and English on TV and radio. Dr Houston has made a number of health programmes for both radio and TV. He was medical journalist of the year in Ireland in both 2001 and 2002. His major research interests are narrative medicine and patient safety.

Criteria for the evaluation of medical reporting - Testing their applicability

Holger Wormer, Marcus Anhäuser, Wiebke Rögner

Institute of Journalism, Chair of Science Journalism, Dortmund University

In recent years several projects emerged monitoring the quality of medical reporting on (new) treatments, tests and procedures. They use a set of 10 defined criteria, focusing on questions like: Is the magnitude of the benefit reported? Are risks and costs mentioned? What is the quality of the sources?

The Australian "Media Doctor" started as the first of such projects in 2004 (www.mediadoctor.org.au), followed by similar projects in Canada, Hong Kong and the USA (www.healthnewsreview.org). In November 2010 the German "Medien-Doktor" (www.medien-doktor.de) started as the first

European project. Here, the 10 criteria were extended by three journalistic criteria, such as quality of presentation. We give an account of the first 120 evaluations of articles and stories in German mass media. There were about as many highly ranked stories as stories with poor quality. Journalists mainly fail to mention risks and to explain the quality of the evidence (about 76% each), and often do not cite independent experts (63%). Although these results are preliminary some suggestions can be made on how to improve reporting on medical sciences. Finally, it will be discussed whether the criteria could be adapted to other fields, such as environmental reporting.

Wiebke Rögner-Schwarz

*Research Assistant, Chair of Science Journalism, Institute of Journalism,
University of Dortmund, Germany*

After studying biology in Hamburg (Diploma 1981) and finishing his PhD thesis in Cologne (1985) he worked in science (immunobiology and neurobiology) for another 10 years, before he started a “second career” in science journalism. Since 1995 he has been working as a freelance science journalist for well known German and Swiss newspapers, such as the “Sueddeutsche Zeitung” and the “SonntagsZeitung”. He is covering subjects from the sciences, medicine and research policy. Also, he has been working in science communication, e.g. for the Bundesministerium für Bildung und Forschung (Ministry for Education and Research) and the Forschungszentrum Juelich. Since 2006 he is employed part time at the Institute of Journalism, University of Dortmund, working as a research assistant with Prof. Holger Wormer, Chair of Science Journalism. In Dortmund he is holding lectures and giving seminars, for example on “images in science and science journalism” or “structures of national and international research”, and supervising a students’ project on research in Europe (www.science-guide.eu). Also, he has been involved in developing and updating the curricula in science journalism degree courses (BA and MA). From the start in November 2010 he is part of the medien-doktor team in Dortmund, evaluating medical reporting in Germany based on internationally tested quality criteria. He is editor of the project “Medien-Doktor UMWELT”, an extension of the medien-doktor project, which will evaluate reporting on environmental issues, starting in 2013.

SESSION III

Reporting on business and economics of health care and health policy

Chair:

Nikos Chatzinikolaou

Editor and Director of Real News, Greece

Nikolaos Chatzinikolaou was born on October the 9th of 1962, in Alexandroupolis, Evros. He started working as a journalist in 1983 covering education topics in the newspaper "MESIMVRINI".

In 1984, he received the "Botsi" award for journalism. He then started to cover political issues. Meanwhile, he started his collaboration with the Sunday edition of the newspaper "Akropolis", the newspaper "Ethnos" and the magazines "ENA" and "STATUS".

In 1987, he started working for the newly founded radio "ATHINA 9,84". At the same time he became member of the founding committee of the station. He also temporarily worked at the radio stations "ERA", "SKY 100,4", "PLANET" and "STATUS FM".

In 1989, he started his collaboration with MEGA TV channel as anchorman of the main news edition. At the same time he was presenting the weekly program "ENOPIOS ENOPIO" (: face to face). From 1998 until 2003 he was General Director of News and Information department of MEGA TV station.

From 2003 until 2007, he collaborates with ALPHA TV Station, at first as Executive Vice President and General Director of News and Information department of ALPHA TV station and the last year, as Chairman and C.E.O. In parallel he was the anchorman of the main news edition. He also presented two programs: "PROSOPA" (Portraits) and "ANTIGNOMIES" (Cross fires), alternate every Tuesday evening.

From April 2007 until October 2011 he collaborates with ALTER TV station. He was the anchorman of the main news edition. He also presented the weekly talk-show "PROSOPO ME PROSOPO" (FACE TO FACE).

In September 2007 he founded along with Andreas Kouris, the "REAL GROUP", which owns the radio station "Real Fm 97.8" in Athens, "Real Fm 107.1" in

Salonica and the weekly (every Sunday) newspaper “Real News”, in which he is the editor and the director.

Three years later, In September 2010 the news portal “Real.gr” was added to “REAL GROUP” and in 2012 Nikos Chatzinikolaou created his own personal site-blog “Enikos.gr”.

Health policy and business: The Search for the Right Answer

Nicholas Timmins

All around the world, health budgets are under pressure and the search is on for higher quality at a lower price. This talk will briefly examine the tools being used to try to achieve that, from the way health systems are funded to how doctors use resources.

Nicholas Timmins

Senior fellow The King’s Fund

Between 1996 and 2012 Nicholas Timmins was Public Policy Editor of the Financial Times and he has covered public and private health care, chiefly in the UK, on and off for 30 years. He is a senior fellow at the King’s Fund and a senior associate of the Nuffield Trust, two London based health think tanks. He is also a visiting professor in social policy at the London School of Economics and in public management at King’s College, London. He is also the author of *The Five Giants: A Biography of the Welfare State*, a narrative account of its creation and development between 1941 and 2001.

Investigative health journalism: The need for creating networks

Vlad Mixich

Reporting on health care policies can be considered in the news desks as a highly national topic. Given the diversity of the health legislation in the European countries, this view may pass as 100% true. But if one is

looking closer, approaching the subject from a regional perspective can prove to be very valuable, especially for investigative journalism focused on health policies.

In the last years, several reports from the US Department of Justice mentioned settlements between the American authorities and big pharma companies for “acts of corruption” in SE Europe. Countries such as Serbia, Romania or Bulgaria were mentioned as examples of improper payments made by pharma industry representatives to healthcare officials.

Reporting on the corruption of health care officials in one of the country aforementioned would remain a national limited topic. But if a group of health journalists from the region would approach the subject from a regional perspective, highlighting the existence of an endemic healthcare corruption in the Balkan region, this topic will go on the international media agenda.

We will give a working-in-progress example where such a collaborative work between journalists can produce spectacular examples. Creating an interactive and lively network for health journalists from different countries will enhance a gain in substance and relevance for health care journalism in the whole Europe.

Vlad Mixich

Senior Editor HotNews.ro, B.A. in Medicine, Trainer for the Romanian module of HearT project.

Vlad Mixich is Senior Editor for HotNews.ro, the largest electronic newspaper in Romania. Starting as a contributing writer in 2006, he now coordinates the Features Section and the Health Department. He writes in-depth analysis on issues of health and foreign policy and he is generating ideas and reporting for multimedia projects. He is also writer-at-large for the Romanian edition of Esquire magazine and a regular invited analyst at the main news televisions in Romania. Vlad Mixich holds a BA in Medicine, is a certified Psychotherapist and he teaches the Communication modules at the Institute of Family Therapy in Timisoara. His first book, “The Hardliners”, published in 2011 by the most important Romanian publishing house, was awarded the “Milan Kundera Prize”.

Don't let the economists frame the health policy debate

Anna Wagstaff

The quality of healthcare today is all about making the best use of stretched resources. Media coverage of health services plays an important role in framing the debate, but health reporters often lack confidence in covering economic aspects of health, and leave those stories to economics/business or political correspondents, who provide very different sort of coverage. Economists tend to be unfamiliar with the realities of delivering healthcare and with the needs and priorities of patients. And while health is one of the key issues covered by political reporters, major policy debates can generate more heat than light. The public needs health reporters to promote an informed debate about how their healthcare systems can best use the resources available. I will introduce some ways they can do this, and look at some of the problems involved in addressing issues of quality and value for money in a sector that has long resisted being held publicly accountable. I will focus on my specialist area of cancer – an emotive topic where good reporting can make a big difference, and poor reporting can do a lot of harm.

Anna Wagstaff

Assistant Editor, Cancer World

Anna Wagstaff has a background in newspapers and medical editing, and currently specializes in writing about all aspects of cancer, from the scientific and medical, to the economic, social and political. She enjoys working with other journalists from all sectors of the media, as well as with health professionals and patients, from different countries and cultures, to promote well-informed and critical coverage of cancer that can improve understanding and awareness of the disease, give a voice to patients and their families, and help push action against cancer much higher up the political agenda.

Getting to the heart of the matter

Mark Nicholls

The Safe & Sustainable Review of children's congenital cardiac services in England and Wales saw one of the largest consultations ever under-

taken in the history of the National Health Service with more than 75,000 people responding to it. At the 'heart of the matter' was a move to reduce the number of centres offering child cardiac surgery from 11 to seven. Surgical expertise would be offered at fewer, larger centres providing round-the-clock care.

Critics of the plan said it would mean further for parents to travel if their child needed cardiac surgery and on-going treatment, while supporters said the fewer larger centres would offer expanded services, a greater concentration of surgical expertise and that children with congenital heart disease would benefit from consistent high quality standards of treatment.

For the health journalist covering the issue it meant acknowledging the strength and validity of campaigns to keep the units while also offering an insight into the perceived advantages of providing paediatric cardiac surgery at fewer expanded units.

The presentation "Getting to the Heart of the Matter" examines the challenges faced by health/medical journalists in covering the Safe & Sustainable Review as a major health issue which had legal, clinical, political and emotional strands and presenting it to a varied readership in a fair, accurate, balanced and informed manner.

Mark Nicholls

Health Journalist

As health editor for a number of years of the Eastern Daily Press – which is England's biggest-selling regional morning newspaper – Mark Nicholls won a range of awards for his work including MJA/Norwich Union health journalism awards in 2004, 2005 and 2008 and was also named regional print journalist of the year. Now a freelance health journalist, he writes primarily for the journal *European Hospital* and the American Heart Association publication *Circulation: European Perspectives* with cardiology, radiology and health IT being areas of particular interest. He has been a member of the Medical Journalists' Association in the UK since 2004. Married with two children, he lives in Norfolk in the east of England.

SESSION IV

Conflict of interest - ethics in reporting health

Chair:

Isidoros Karatzas

Head of the Ethics Sector, European Commission, DG Research & Innovation

Isidoros karatzas is a biochemist by training. He has been a Marie-Curie Science fellow. After joining the European Commission, he was responsible for the evaluation of the framework programmes where he participated in setting up the European network on RTD Evaluation. In addition he has been responsible for the Risk Governance research when it was first launched during the Fifth framework programme. Consequently, he was the scientific secretary of the European Research Advisory Board (EURAB), a high level advisory body to the Commission dealing with research policy and priorities. Currently, he is the head of the Ethics Sector in DG Research and Innovation. As head of the sector he established advanced training courses on research ethics for Commission staff and the ethics research community. In addition he set up the first European system on ethics follow-up and audit. His current interests include the impact of ethics research on innovation and the interface between ethicists, researchers and the policy makers in the areas of relevant legislation (such as clinical trials, data protection and privacy, dual use aspects, children protection etc.). In the context of the Horizon 2020 research and Innovation programme, the activities of the ethics sector will focus on streamlining, where appropriate, the European process of ethics assessment and work towards a European Ethics Framework.

Conflict of interest -

Who got the voice and power in health journalism?

Ulla Järvi

Personal health and well-being are central parts of our identity. Health and sickness are profoundly intimate part of our life and thinking. Also the information received from the mass media creates our own attitudes or opinions concerning health and illness.

Traditionally, journalism has been concentrating to health issues mostly by providing information from the medical experts or from institutionally remarkable sources. The core elements and representational styles of

journalism are tightly connected to expert sources and to their legitimacy.

Traditionally money and politics are bound together in health journalism. Often in the media the illnesses are given “price tags” when it is told how much for example diabetes, depression or heart diseases are going to cost the whole society.

Health information has changed our health behavior and lifestyle towards a favorable direction; we live longer and healthier. But if the healthy lifestyle has been described as an actual civil duty by the media and the health risks are being equated as diseases menacing the national economy, journalism take a step to dangerous fields. This kind of journalism may hide the good effects of health journalism like openness and equality.

Ulla Järvi

Medical Journalist, Finnish Medical Journal, Finland

Ulla Järvi, 1962, PhD, medical journalist

Journalist in the Finnish Medical Journal (2000 –)

Books: Syntymätön (Unborn, Facts and experiences about miscarriage, 2007), Nainen keskellä elämää (Female health&lifestyle, 2008), Hilmapäivät (Facts and experiences about menopause, 2009), Asiantuntijan mukaan (“According to an expert” Communicating with media, 2010)

E-thesis: Media forces and Health sources - How media create health and sickness in Finnish Media. In University of Jyväskylä 2011

Chair of the Programme committee at the 8th world conference for Science journalist in Helsinki 2013 (www.wcsj2013.org)

Former president of The Finnish Association of Science Editors and Journalists (2006–2008)

Cord Blood Banks – the Greek Phenomenon

Ioanna Soufleri

The “Greek phenomenon” of the large number of private cord blood banks that exist in Greece. What is the role of the media?

Ioanna Soufleri

Molecular biologist, Journalist, TO VIMA, Greece

Education

1989: Graduated from the Department of Biology, Faculty of Science at National and Kapodistrian University of Athens School

1989-1990: Fellow of the European Social Foundation (ESF) for postgraduate studies in Biotechnology at University of Leicester (Leicester) of Great Britain

1991-1995: EU Scholar (Human Capital and Mobility Program of the EU), PhD in Molecular Biology at the University Pierre et Marie Curie in Paris.

Employment

As a researcher at the University of Surrey (Surrey), John Innes Institute of Great Britain and at the Agricultural University of Athens.

Since 1997, as an editor of scientific issues in the newspaper "To Vima" (responsible for issues related to biology and medicine).

Distinctions/Awards

"Phoenix of the French Academy" Medal in recognition of her educational journalistic work (Popularization of science within the 'informal education').

ACE (Awarding Cancer Enlightenment) Journalism Prize of the European School of Oncology.

Italian media in private clinics' hands: Health care journalism or advertising?

Amelia Beltramini

Over the past 20 years owners of many private for-profit clinics are purchasing shares of the most important Italian newspapers and their spin doctors are promoting non-evidence based therapies directly to readers, leading to higher costs and risks.

Amelia Beltramini

Managing Editor of FOCUS, Italy

Amelia Beltramini is managing editor of Focus, most sold popular science magazine in Europe.

SESSION V

Health reporting - lessons, opportunities and case studies

Chair:

George Pleios

*Professor, Head of the Department of Communication and Media Studies,
University of Athens*

Contacts - Catching them, caring for them and keeping them

Kate Kelland

Contacts are key to any good journalist's success, but in health and science reporting they are vital.

Contacts can tip you off to what's happening and - particularly for features - spark off fresh ideas, warn you what to look out for, show you new things and take you to new places. When it comes to health and science news, however, their greatest value is to help you swiftly put into context a breaking story in an area of healthcare, disease, medicine or science you may never have come across before.

Kate will discuss what good contacts can do for you, and talk about how to make them, nurture them and keep them – without compromising your editorial independence.

Kate Kelland

*Health and Science Correspondent, Europe, Middle East and Africa,
Thomson Reuters, UK*

Kate Kelland is Reuters Health and Science correspondent for the Europe, Middle East and Africa region, where she covers everything from drug development, to E.coli outbreaks, to threats from superbugs, to how to tackle malaria, AIDS and tuberculosis. She previously covered the British government as a political correspondent, and has also had postings in Amsterdam and Frank-

furt. Ms Kelland has won several awards for her work, including the 2010 Guild of Health Writers award for best online health feature and the 2011 European Union Health Prize for Journalists.

Health literacy training for journalists, a prerequisite when communicating health during crisis

Germain Thinus

Since 2008, at the French Presidency conference on pandemic influenza in Angers, risk and crisis communication has been recognized as an important component of the response to health crisis. Lately, the Cyprus Informal Ministerial meeting in Nicosia (11 July 2012) gave again to the Ministers the opportunity to discuss the issue of risk and crisis communication as part of the Commission proposal for a Decision on serious cross border threats to health [http://ec.europa.eu/health/preparedness_response/policy/hsi/index_en.htm]. Once more, communication was acknowledged as a substantial element of crisis management. However, in order to be efficient, public health authorities need the support and trust from the media and their journalists.

Journalists need to be confident in the information provided by the authorities. In order to achieve this, they need to have a good knowledge of the issues at stake, the structures in place, the respective responsibilities of bodies in charge, and the rationale of scientific advice given during a health emergency. Health literacy of journalist plays hereto an important role.

The recent appearance of social media in the risk and crisis communication scene enhances the need for such health education.

Germain Thinus

Policy Officer, European Commission, Health Threat Unit

Mr Germain THINUS is working since 1990 in the Public Health Directorate of the European Commission. Over the years, he was involved in various activities and projects relating to health promotion, the fight against toxicomania and HIV/AIDS, as well as the setting up phase of the EU Communicable Diseases Surveillance Network.

Since 2002 he is more particularly involved in Health Security issues, especially

addressing preparedness and responses on serious cross border threats to health. This includes activities relating to risk and crisis communication.

Disease in the news: An overview of the Portuguese case

Ruão, T., Marinho, S., Lopes, F. & Araújo, R.

Social and public perception of health has been influenced by the media and the news they convey. Therefore, it is extremely important to understand the newsmaking process so that one can improve the quality of health journalism and build bridges between journalists, their medical sources and the public.

An analysis of every edition of three Portuguese national newspapers, from 2008 to 2011, tells us that 6304 news articles published during this period were about health issues, even though only a third of our sample refers to diseases (35%). In 2009 the scenario was different, and half of the health news was about diseases due to the extensive coverage of Influenza A. Apart from 2009, cancer is the most referred to disease in every year of analysis (there are 344 news on cancer)

In the first level of the analysis we focused on a number of variables, such as: sources (place of origin, gender, profession and, in the case of doctors, their medical expertise); diseases (cited and most referred to); newsworthiness; and news framing (tone, location and time of the events, journalistic genre, size of the text). On a second level of analysis we focused on the periodicity of newspapers (daily vs weekly); editorial lines (broadsheet vs popular); and the geographical location of the newsrooms.

Rita Araújo

PhD Student, Portugal

Rita Araújo has a degree and a master in Communication Sciences, specialization in Information and Journalism by the University of Minho. She is now a PhD student at Communication and Society Research Centre (CECS) and has worked as a researcher within the National project "Disease in The News" and the European project HearT - Health Reporting Training Project (Lifelong Learning Project). She is co-author of several published papers in both national and international journals, showing an interest in Health Journalism and Communication.



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