



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



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Finnish Institute of
Occupational Health

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