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Introducing the HearT Project

HearT is a 2-year Leonardo da Vinci, Grundvig and Dissemination project, launched in November 2010 and co-funded by the Education, Audiovisual and Culture Executive Agency.

The **general objective** of the HearT project is to develop **high quality vocational training tools** offering knowledge & skills to journalists so as to **improve health reporting in the EU**.

Based on critical review of health journalism education opportunities around Europe, comprehensive review of existing knowledge and original research, the project **aims to produce & pilot test innovative vocational training tools** through:

- ✓ **4-day workshops in all partner countries**
- ✓ **online e-learning tool**
- ✓ **easy-to-use CDROM for further use by professionals, organizations, academic institutions**



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Why such a project?

- Health communication is a key strategy to inform the public and maintain health issues on the public agenda (*WHO, 1996*).
- The majority of journalists lacks specialized health training and may not always understand the complexities of some scientific subjects (*Smith, 2008; Dentzer, 2009*).
- Inadequate, misleading or incomplete health coverage can constitute a public health threat (*Voss, 2002*).
- Journalists may not be well prepared to handle a public health crisis (*latest H1N1 crisis example*).

HearT Target Group

- Journalists
- Media and journalism organizations
- Educational institutions and organizations offering training on journalism and media

HearT Outline

The project is organized in 7 workpackages (WPs) with a total duration of 2 years.

The main partner (*PROLEPSIS, Greece*) coordinates the operational framework and dissemination of results.

Four vertical WPs compose the technical base: "Health Journalism Education in Europe" (*FHD, Germany*), "Reporting Health in Europe" (*UMinho, Portugal*), "Health Journalism training methodology" (*COVUNI, UK*) and "Development & application of the educational tools" (*PROLEPSIS, Greece*).

The project is evaluated during a dedicated WP (*CIJ, Romania*).



HearT Implementation steps

1) Research and Review:

◆ Review of the following:

- Health journalism education & training opportunities in Europe
- State of the art report: needs and gaps according to existing literature

◆ Original research among journalists on their background, education, experience, skills, perceptions, barriers and needs

2) Development:

◆ Online database of educational programs on health reporting

◆ Innovative vocational training tools

- 4-day workshops in all partner countries
- easy-to-use CDROM for further use by professionals, organizations, academic institutions

◆ HearT website

- online e-learning tool
- discussion forum with experts

HearT Partnership

The HearT partnership comprises of **7 Partners** from **7 countries**.

Main Partner:

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

Associated Partners:

- Coventry University, United Kingdom
- University of Tartu, Estonia
- Finnish Institute of Occupational Health, Finland
- Fachhochschule Düsseldorf, Germany
- Center for Independent Journalism, Romania
- University of Minho, Portugal



HearT Meetings

Kick off meeting:

Düsseldorf, Germany, December 13 & 14, 2010

Timeline of meetings

Work Package	Preliminary Date	Location
WP2	22 June 2011 <i>(followed by Health Journalism Conference 23-24/06/11)</i>	Coventry (UK)
WP3	21 November 2011	Braga (Portugal)
WP4	29-30 March 2012	Bucharest (Romania)
Final Meeting	10-11 September 2012	Athens (Greece)

The project is kindly supported for its realization in Greece by **Pfizer**.

