

First Do No Harm...



**Second International Conference
on Health Journalism**

14-16 May 2014

University of Coventry, Coventry, UK

Richard Crossman Building, RCG33

[Conference Programme](#)



**Supported* by:
Medical Journalists Association (UK) • National Union of
Journalists (UK) • European Federation of Journalists**

*Assistance from Oxford NUJ's Mike Biddulph Memorial Fund, Birmingham & Coventry Branch, and London Health Emergency.

Wednesday 14 May

16.00	REGISTRATION and coffee
17.00	OPENING WELCOME
	Dr John Lister – Coventry University, campaigner, and author/editor, <i>First Do No Harm</i>
	Dr Shaun Hides – Head of Department, Media & Communications, Coventry University School of Art & Design
17.20	HEALTH JOURNALISM: WHY DOES IT MATTER?
	Dr John Lister
	Trudy Lieberman – <i>Columbia Journalism Review</i> ; former President, Association of Health Care Journalists
	Professor Harry Dugmore – Discovery Centre for Health Journalism, Rhodes University, South Africa
18.20	Discussion
19.00	Close of session, announcements

Thursday 15 May

09.00	HEALTH REPORTING: PROFESSIONAL REALITIES
	André Picard – <i>Toronto Globe and Mail</i>
	John Fauber – Award-winning health reporter, <i>Milwaukee Journal Sentinel</i>
	John Matthews – NUJ National Executive Committee; freelance reporter and former editor, Ayrshire, Scotland
	Shaun Lintern – <i>Health Service Journal</i> , the reporter who first broke the story on Mid Staffordshire Hospitals
10.00	Discussion
10.20	Break for coffee or tea
10.45	ETHICS: VALUES, LOYALTIES AND CONSEQUENCES
	Rinke van den Brink – Senior health editor of <i>NOS News</i> , Netherlands
	Anna Wagstaff – Managing Editor, <i>Cancer World</i>
	Diana Garrisi – PhD student, University of Westminster
11.30	Discussion
12.00	WELCOME ADDRESS
	Professor Guy Daly – Dean, Faculty of Health & Life Sciences, Coventry University,
12.15	NETWORKING: WHY, WHAT, HOW MUCH – AN INTRODUCTION
	Alan Taman – NUJ Public Relations and Communications Council, former NHS senior press officer
12.30	LUNCH

Thursday 15 May

13.45	THE EDITORS: RESPONSIBILITY AND POWER
	Ivan Oransky – Global Editorial Director <i>medpagetoday.com</i> ; Vice President of AHCJ
	Amelia Beltramini – Managing Editor, <i>Focus</i> (Italy's top-selling popular science magazine)
14.15	Discussion
14.45	Break for coffee or tea
15.15	BUILDING AN AUDIENCE: MINDFUL LISTENING
	Roy Lilley – <i>nhsmanagers.net</i> , management expert and most influential British blogger on health
15.30	Discussion
15.45	SUPPLYING THE EVIDENCE: TOO MUCH, TOO LITTLE?
	Sir Iain Chalmers – James Lind Initiative, <i>testing treatments.org</i>
	Noralou Roos – University of Manitoba, <i>Evidencenetwork.ca</i>
	Barbara Rowlands – Senior Lecturer, City University, London
16.30	Discussion
17.15- 19.00	BOOK LAUNCH: <i>First Do No Harm: The principles and practice of health journalism</i> (Libri Publishing)
19.30	CONFERENCE DINNER

Friday 16 May

09.00	GLOBAL HEALTH ISSUES: REPORTING WITH A WORLD VIEW
	Mohga Kamal-Yanni – Oxfam Health Policy Advisor
	Dr C. Velayutham – Assistant Professor, Department of Media Sciences, Anna University, Chennai, India
09.30	Discussion
10.00	PR IN HEALTHCARE: UNPRINCIPLED SPIN OR NOBLE CALLING?
	Alan Taman
	Barry Turner – Senior Lecturer in Science and Environmental Journalism, Lincoln School of Journalism
10.30	Discussion
11.00	Break for coffee or tea
11.30	NETWORKING: KNOWING WHO TO TURN TO, KNOWING HOW TO HELP
	Trudy Lieberman, Amelia Beltramini

Friday 16 May

11.50	Discussion
12.15	SO WHAT NOW? TAKING HEALTHY ACTION
	Alan Taman – Presenting conference findings summary
12.25	CONCLUDING REMARKS AND THANKS
	John Lister
12.45	LUNCH
13.45	Conference ends – Delegates are welcome to join the organisers afterwards

Aims of the conference

- To help working journalists develop professionally, acquire new skills and knowledge, and make new contacts.
- To offer new story ideas, sources and awareness.
- To do this by acting as a foundation from which training, resources, and support networks for all journalists and PRs who cover health can begin to emerge.
- To formulate practical solutions to address emerging problems in health journalism.
- To examine the critical issues affecting health journalism and PR internationally.
- To draw together expertise from academic research and health journalism and encourage informed debate.
- To disseminate the findings of the conference to as many journalists as possible.

Who is the conference for?

- Any journalist or PR professional who works in health.
- Researchers in journalism with a special interest in health.
- Students in journalism, health care, and health science who have an interest in the media.
- Health professionals and health managers with an interest in the media.

How to book

- Book on line at: www.europeanhealthjournalism.com
- Rates: £175 for UK staff journalists and educators;
£75 for freelance and non-UK journalists; £40 for students;
Special day rates for attending Thursday 15 May only – check website for details
- Contact/enquiries:

Dr John Lister – 0774 264 112

Healthjournos@gmail.com

Alan Taman – 07870 757 309

 <http://twitter.com/Healthjournos>

Hashtag: [#forhealthj](https://twitter.com/hashtag/forhealthj)