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Education and Culture DG

Lifelong Learning Programme

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Overview of the HeaRT Project

Vocational training on health reporting for journalists

The Project

HeaRT was a 2-year Leonardo da Vinci, Grundvig and Dissemination project (2010-2012) co-funded by the Education, Audiovisual and Culture Executive Agency.

Objectives and outcomes

The main objective was to develop **vocational training tools** offering specialized knowledge and skills to journalists, so as to **improve health reporting training in the EU**. The project's **final outcomes** include:

- An electronic platform with all available educational courses on health journalism in Europe (with links and useful information on each course) on www.project-heart.eu
- Training methodology and curriculum that combine expertise from both health and journalism
- Seminars for journalists in 6 EU countries (Germany, Greece, Estonia, Romania, Finland, United Kingdom)
- Online training tool on health reporting available in English, German, Greek, Estonian, Romanian and Finnish
- European Conference on Health Journalism in November 2012, in Greece
- National info days in United Kingdom, Estonia, Romania, Germany and Finland





HeaRT Info Day in Bucharest, October 25



HeaRT Training Modules

As part of the project, training materials on the following topics were developed. Materials are available in different languages at www.project-heart.eu.

- ▶ Medical research and science
- ▶ The business - Economics of healthcare
- ▶ Health policy
- ▶ Healthcare quality and performance
- ▶ Global health
- ▶ Consumer - Lifestyle health
- ▶ Health disparities
- ▶ How to understand statistics
- ▶ How to do multimedia reporting
- ▶ Public Health & the politics of healthcare
- ▶ How to evaluate conflicts of interest
- ▶ How to understand hospital & other financial reports
- ▶ The workings of publicly financed health programs

Training Seminars

Quick Facts:

Modules reported as **most needed in each country** were selected

Each partner organized a **"4-day" equivalent workshop** in their language

Participants:

- journalists covering health issues
- journalism & media students
- other interested professionals

Faculty: Partners & external experts from both the fields of health & journalism

Activities included:

Lectures

Case studies and practical examples

Material was distributed in both electronic and hard-copy versions:

Educational modules & presentations, other resources/ materials

Reference to the **educational opportunities database**

A **glossary** for translating basic medical terms for the public in lay language

Evaluation took place through questionnaires

Workshops in each partner country



Greece

One 4-day workshop

Modules taught:

- Medical research and science
- How to evaluate conflicts of interest
- Global health
- Consumer - Lifestyle health
- How to understand statistics
- The business - Economics of healthcare

Number of participants: 47



United Kingdom

Two 2-day workshops

Modules taught:

- Medical research and science
- How to evaluate conflicts of interest
- Global health
- How to understand statistics
- The business - Economics of healthcare
- Health policy
- Healthcare quality & performance
- Understanding hospital and other financial reports

Number of participants: 35



Finland

One 2-day workshop

Modules taught:

- Medical research and science
- Consumer - Lifestyle health
- How to understand statistics

Number of participants: 25



Romania

Two 2-day workshops

Modules taught:

- Medical research and science
- Health Disparities
- Health policy
- The business - Economics of healthcare

Number of participants: 41



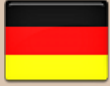
Estonia

Four 1-day workshops

Modules taught:

- How to evaluate conflicts of interest
- Global health
- The workings of publicly financed health programs
- How to understand hospital & other financial reports
- Health policy
- Health disparities

Number of participants: 43



Germany

Two 2-day workshops

Modules taught:

- Medical research and science
- The business - Economics of healthcare
- Public health & the politics of healthcare
- Global health
- Multimedia reporting

Number of participants: 32



E-learning tool

The e-learning training tool is available at HeaRT website at:

<http://www.project-heart.eu/index.php/projectheart/tools/elearning>.

Visit it to find:

- ▶ the database with the available training opportunities on health reporting
- ▶ the educational modules in 6 languages
 - each module includes content on the specific health issue, useful links, resources and in some cases videos from the workshops
- ▶ the health related terms glossary in 6 languages
- ▶ an "ask for an article review" section

News

EU Conference

110 participants, including health journalists and experts from 12 countries in Europe met up in Athens' Acropolis Museum on October 15 to hear the results of HeaRT project. They gave a warm welcome to calls for the basic skills and knowledge of health reporting to be incorporated into the curriculum of all accredited and other journalism courses at universities and colleges in every country.

Additional papers and contributions from leading health journalists in the USA, Ireland, Netherlands, Italy, Greece, Romania, UK and Portugal followed on the opening introductions which outlined the work of the six partner organisations in the project.



HeaRT EU CONFERENCE ON HEALTH JOURNALISM

Monday, October 15, 2012
Acropolis Museum, Athens, Greece



SESSION I

Professor Dimitris Linos, President of Prolepsis, Greece
Afroditi Veloudaki, HeaRT Project Manager, Prolepsis, Greece
Dina Zota, Health Promotion Specialist, Prolepsis, Greece
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
Mihaela Danga, Center of Independent Journalism, Romania
John Lister, University of Coventry, UK



SESSION II

Yiannis Devetzoglou, Journalist, Newspaper "TA NEA", Greece
Trudy Lieberman, Contributing Editor, Columbia Journalism Review, US
George Pleios, Professor, Head of the Department of Communication and Media Studies, University of Athens, Greece
Rinke van den Brink, Health Editor and Research Journalist, NOS News, Netherlands
Dr. Muiris Houston, Medical Journalist and Health Analyst, The Irish Times, Ireland
Wiebke Rögner-Schwarz, Research Assistant, Chair of Science Journalism, Institute of Journalism, University of Dortmund, Germany



SESSION III

Katia Makri, Journalist, Head of Political and Economic Topics, REAL NEWS
Anna Wagstaff, Assistant Editor, Cancer World, UK
Vlad Mixich, Senior Editor for HotNews.ro, Romania
Nicholas Timmins, Senior fellow The King's Fund, UK
Mark Nicholls, Health Journalist, Medical Journalist Association, UK



SESSION IV

Isidoros Karatzas, Head of the Ethics Sector, European Commission, DG Research & Innovation
Amelia Beltrami, Managing Editor of FOCUS, Italy



SESSION V

Kate Kelland, Health and Science Correspondent, Europe, Middle East and Africa, Thomson Reuters, UK
Germain Thinus, Policy Officer, European Commission, Health Threat Unit



HeaRT Partnership

The HeaRT partnership comprises of **6 Partners** from **6 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*
- University of Applied Sciences Düsseldorf - *Germany*
- Center for Independent Journalism - *Romania*



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