Projects and Products Portal for Leonardo da Vinci

Rapport de Formation sur la santé

510484-2010-LLP-GR-LEONARDO-LMP

http://www.adam-europe.eu/adam/project/view.htm?prj=6892

Information sur le projet

Titre:	Rapport de Formation sur la santé
Code Projet:	510484-2010-LLP-GR-LEONARDO-LMP
Année:	2010
Type de Projet:	Développement d'innovation
Statut:	Clôturé
Pays:	EU-Projets centralisés
Accroche marketing:	L'OMS définit la communication sur la santé comme une stratégie clé afin d'informer le public et maintenir les sujets de la santé publique sur l'ordre du jour (OMS, 1996). Néanmoins, les recherches montrent que la majorité des journalistes ne maitrisent pas une formation spécialisée en ce qui concerne la santé et souvent ils ne peuvent pas comprendre la complexité des sujets scientifiques (Smith, 2008; Dentzer, 2009). En pensant l'impact des médias sur les perceptions de la santé et la prise de décisions, les nouvelles inadéquates, trompeuses ou incomplètes constituent une menace pour la santé publique (Voss, 2002). Le projet HeaRT unit des organisations et expertise des deux mondes - la santé et les médias – pour développer la formation professionnelle afin d'aider les journalistes de signaler les problèmes de santé avec précision et responsablement.
Résumé:	The primary goal of this project is to develop high quality vocational training offering knowledge and skills to journalists, so as to improve health reporting in the EU. Since the majority of journalists reporting health lack specialized training and most media have "generalists" covering issues related to health, the project targets journalists in general. By offering improved qualifications, journalists' employability and competitiveness will be enhanced. Furthermore, since the media play a vital role in health information dissemination and education of the general public, this project also aims to have a positive impact on the quality of health information delivered and, thus contributes to improvement of EU citizens' health literacy.
Description:	Based on a critical analysis of existing health journalism education opportunities, a comprehensive literature review and original research among journalists, innovative vocational training tools will be produced and piloted through workshops that will take place in all partner countries. In addition, an on-line training tool will be developed and widely disseminated across the EU, as well as an easy-to-use CDROM for further use by professionals, organizations and academic institutions.
Thèmes:	*** Orientation professionnelle *** Formation continue ** TIC ** Formation tout au long de la vie * Enseignement supérieur * Formation ouverte et à distance
Sectors:	*** Information et Communication ** Santé Humaine et Action Sociale * Enseignement
Types de Produit:	Méthodes de distribution Méthodes d'évaluation CD-ROM Programme/curriculum Enseignement à distance Modules Matériel pour l'enseignement Site Internet Matériel d'apprentissage
Information sur le produit:	- Report and on-line database of existing health journalism education and training in Europe - Report based on literature review and original research on how researchers, experts and journalists perceive health journalism and the needs in training - Health journalism training methodology and modules - 4-day pilot workshops for journalists, including lectures, materials, CDROM)

Information sur le projet

- e-learning training tool
- dissemination activities, such as website, info days, EU conference, informational materials, etc.
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Page Web du projet: http://www.project-heart.eu

Contractant du projet

Nom:	Institute of Preventive Medicine, Environmental and Occupational Health, Prolepsis
Ville:	Marousi, Athens
Pays/Région:	Attiki
Pays:	EL-Grèce
Type d'organisation:	National Agency
Site Internet:	http://www.prolepsis.gr

Personne de contact

Nom:	Afroditi Veloudaki
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Site internet:	

Coordinateur

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Ville:	Marousi, Athens
Pays/Région:	Attiki
Pays:	EL-Grèce
Type d'organisation:	National Agency
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Site internet:	

Partenaire

Partner 1

Nom:	Fachhochschule Düsseldorf (University of Applied Sciences Düsseldorf), Department for Design, edi – Exhibition Design Institute, “Chair” of Creative Writing/Text
Ville:	Düsseldorf
Pays/Région:	Nordrhein-Westfalen
Pays:	DE-Allemagne
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.fh-duesseldorf.de

Partner 2

Nom:	Coventry University, School of Art and Design
Ville:	Coventry
Pays/Région:	West Midlands
Pays:	UK-Royaume-Uni
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.coventry.ac.uk

Partner 3

Nom:	The Institute of Occupational Health
Ville:	Helsinki
Pays/Région:	Etelä-Suomi
Pays:	FI-Finlande
Type d'organisation:	Institution publique
Site Internet:	http://www.ttl.fi/internet/english

Partner 4

Nom:	University of Tartu, Department of Public Health
Ville:	Tartu
Pays/Région:	Eesti
Pays:	EE-Estonie
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.arth.ut.ee

Partenaire

Partner 5

Nom:	Center for Independent Journalism
Ville:	Bucharest
Pays/Région:	Bucuresti
Pays:	RO-Roumanie
Type d'organisation:	Association/organisation non gouvermentale
Site Internet:	http://www.cji.ro

Données du projet

2010_3675_FR_HeaRT_pub.pdf

http://www.adam-europe.eu/prj/6892/prj/2010_3675_FR_HeaRT_pub.pdf

HeaRT Project Final Public Report

2010_3675_PR_HeaRT_pub.pdf

http://www.adam-europe.eu/prj/6892/prj/2010_3675_PR_HeaRT_pub.pdf

Progress Report (public part)

Produits

1 Health Journalism Education and Training in Europe

2 On-line database of health journalism education

3 Health Journalism in Europe: situation and needs

4 Health Journalism Training Methodolgy

5 Health Journalism Workshops

6 Health journalism CD-ROM

7 HeaRT Evaluation Tools

8 HeaRT Dissemination Tools

9 Final report

Produit 'Health Journalism Education and Training in Europe'

Titre:	Health Journalism Education and Training in Europe
Type de Produit:	Autres
Texte marketing:	The Report "Health Journalism Education and Training in Europe" will be a valuable resource regarding health journalism studies and vocational training. It will provide a comprehensive European-wide overview of the existing situation on health journalism education.
Description:	A report including: - A detailed list of educational and training opportunities on health journalism across Europe. - Critical analysis of needs and gaps in existing training opportunities. - Methodology recommendations for deceloping and applying training tools on health reposting.
Cible:	- Scientific and academic community - Journalists and media organizations - Students in programms related to communication, media, journalism - Health professionals
Résultat:	Production and dissemination of knowledge regarding health training in Europe.
Domaine d'application:	The product will be used for the development of HeaRT project's training tools. It will be available as a reference through the project's website. Based on the report, an on-line database with health educational products will be built.
Adresse du site Internet:	http://www.project-heart.eu/index.php/projectheart/project/reports
Langues de produit:	anglais

product files

Health Jounalism Education and training

1.Health journalism education and training in Europe.pdf

http://www.adam-europe.eu/prj/6892/prd/1/2/1.Health%20journalism%20education%20and%20training%20in%20Europe.pdf

Produit 'On-line database of health journalism education'

Titre:	On-line database of health journalism education
Type de Produit:	Autres
Texte marketing:	A dynamic, user-friendly on-line tool consisting of all available training and education programs and opportunities related to health reporting.
Description:	An on-line database available on HeaRT project's website providing a short description of the programs including links and contact information.
Cible:	- Journalists, media organizations - Students - Health professionals and organizations - Universities
Résultat:	Awareness of training opportunities on health reporting Easier identification and access to available training opportunities.
Domaine d'application:	Available on the project's website, it will be applied by all interested parties to find training programs.
Adresse du site Internet:	http://www.project-heart.eu/index.php/projectheart/datamainviewpost
Langues de produit:	anglais

Produit 'Health Journalism in Europe: situation and needs'

Titre:	Health Journalism in Europe: situation and needs
Type de Produit:	Autres
Texte marketing:	A useful research report on the needs, attitudes and perspectives regarding health journalism.
Description:	Based on extensive literature review and the results of a survey conducted among journalists, a report will be produced.
Cible:	- Researchers - Scientific and academic community
Résultat:	The report is expected to provide a comprehensive overview of the way journalists and experts perceive health training, their experience and needs.
Domaine d'application:	It will be available on-line for further use of researchers. It will be used by HeaRT project as a resource when developing the educational methogolgy and tools.
Adresse du site Internet:	http://www.project-heart.eu/index.php/projectheart/project/reports
Langues de produit:	anglais

Produit 'Health Journalism Training Methodolgy'

Titre:	Health Journalism Training Methodolgy
Type de Produit:	Programme/curriculum
Texte marketing:	A comprehensive guide on developing educational materials providing the fundamentals and the strategy to develop health training and based on the needs assessment, the existing situation and gaps on this subject. The methodolgy will be developed with the contribution of organizations from both fields - health and journalism.
Description:	Methodology will include: - Curriculum, program, faculty, materials, training methods, refrences, participants'selection criteria and recruitment, support and audiovisual materials. - Description of website content. - List of proposed validating criteria.
Cible:	- Academic and training institutions
Résultat:	A guide for developing health reporting training programs.
Domaine d'application:	The methodology will be used to develop and implement the training tools.
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'Health Journalism Workshops'

Titre:	Health Journalism Workshops
Type de Produit:	Modules
Texte marketing:	Training modules that can be delivered independently or as part of a larger training/education program, that help journalists better understand and cover health issues. Modules will include teaching materials and will be available in 7 European languages.
Description:	4-day workshops will be conducted with approximately 30 students and other interested professionals in 7 EU countries. Activities will include lectures, case studies, practical examples and medical terms definitions.
Cible:	- Journalists, media organizations - Educational and training organizations - Health professionals
Résultat:	The workshops will pilot test and evaluate the modules.
Domaine d'application:	The results of the workshop evaluation will be used to finalize the modules. Finalized modules can be further delivered as 4-day workshops. Alternatively, they can be icluded as a whole or as specific modules to already existing or new training programs on communication and journalism.
Adresse du site Internet:	http://www.project-heart.eu/index.php/projectheart/tools/seminars
Langues de produit:	grec moderne roumain allemand finnois estonien anglais

Produit 'Health journalism CD-ROM'

Titre:	Health journalism CD-ROM
Type de Produit:	CD-ROM
Texte marketing:	An e-learning training tool that includes the health reporting training database, health reporting modules, materials and other useful and practical resources for the student or proffesional who covers health topics.
Description:	The CD-ROM will include the health reporting training database, health reporting modules, materials and other useful and practical resources in a dynamic and easy-to-use format.
Cible:	- Journalists and students - Researchers - Educational and academic organizations - Health professionals
Résultat:	The e-learning tool aims to be widely disseminated and used by professionals who are interested in health reporting.
Domaine d'application:	The CD-ROM will be distributed during the workshops as well as through HeaRT project's website and other dissemination activities.
Adresse du site Internet:	http://www.project-heart.eu/index.php/projectheart/tools/elearning
Langues de produit:	roumain grec moderne allemand finnois estonien anglais

Produit 'HeaRT Evaluation Tools'

Titre:	HeaRT Evaluation Tools
Type de Produit:	Méthodes d'évaluation
Texte marketing:	New evaluation tools will be developed and implemented throughout the project to assess both the process and outcome of the project.
Description:	An evaluation plan will be developed including: - purpose-made questionnaires for the workshops and the e-learning tools - feedback forms for the dissemination activities
Cible:	
Résultat:	Conclusions derived from the evaluation tools will help with the implementation of the project as it evolves. Especially regarding the training modules, evaluation tools will result in their improvement and finalizations.
Domaine d'application:	Evaluation tools will be applied throughout the implementation of the project, with a focus on the developed modules.
Adresse du site Internet:	
Langues de produit:	anglais

Produit 'HeaRT Dissemination Tools'

Titre:	HeaRT Dissemination Tools
Type de Produit:	Méthodes de distribution
Texte marketing:	A variety of dissemination methods and tools will be employed to achieve awareness and distribution of HeaRT project and its outcomes.
Description:	- 1-day European Health Journalism Conference - National Info-days in 6 European Countries - Information leaflet - Newsletter - Press releases - Website
Cible:	- Journalists, media professionals, students - Journalists' associations, media organizations, - Health professionals and health organizations - Ministries - Formal and informal educational institutions
Résultat:	Dissemination tools are expected to raise awareness on HeaRT project, promote exchange of knowledge and ideas on the field, encourage sustainability and further use of the project's products. It is also expected to promote the European Commission and its contribution.
Domaine d'application:	
Adresse du site Internet:	http://www.project-heart.eu/index.php/projectheart/news
Langues de produit:	anglais

Produit 'Final report'

Titre:	Final report
Type de Produit:	Autres
Texte marketing:	A final report including an executive summary and a summary description of project objectives, a description of the main outcomes and results, partnerships, the potential impact and the contribution to EU policies.
Description:	
Cible:	
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

product files

Final report

2010_3675_FR_HeaRT_pub.pdf

http://www.adam-europe.eu/prj/6892/prd/9/2/2010_3675_FR_HeaRT_pub.pdf

Événements

National Info Days

Date	31.10.2012
Description	National HeaRT info days attended by a total of around 200 people were organized in all participating countries. More specifically, one-day informational events took place in London and Coventry, UK, in Bucharest, Romania, in Tallinn, Estonia and in Dusseldorf, Germany. In Helsinki, HeaRT was represented during "Occupational Health and Safety Seminar" organized by the Finnish Institute of Occupational Health (FIOH) and attended by 600 participants. The Info days attracted interest of national stakeholders and helped promote the project and establish contacts with associations, journals and public bodies. Events were attended by health journalists, representatives of state authorities (e.g. National Public Health Institute), representatives of NGOs, health professionals, etc. During the meetings, the project's results were presented, informational material was disseminated and the website and e-learning tool were promoted. The presentations were followed by vivid debates and participants appreciated the opportunity to exchange ideas and experiences and expressed their high interest in future similar debates. The events generated media coverage in some countries and details were communicated to several thousand people through Twitter and Facebook.
Cible	National stakeholders, journalists, associations, public bodies, academics
Public	Événement public
Informations de contact	
Date et lieu	UK: Coventry (lunchtime) and London (evening), Date: 31 October, 2012 Romania: Center for Independent Journalism, Date: 25 October, 2012 Finland: The Helsinki Exhibition & Convention Centre, Date: October 23, 2012 Estonia: Tartu University, Date: September 12, 2012 Germany: Kneippweg Community Center, Stuttgart, Date: October 26, 2012 and Sudwestrudfunk, Stuttgart, Date: July 18, 2012

Événements

European Conference on Health Journalism

Date	15.10.2012
Description	he European Conference on Health Journalism, one of the milestones of the HeaRT dissemination strategy, was held in Athens, Greece in October 15, 2012. Around 110 health journalists from 12 countries in Europe attended the Conference. Among the presenters and chairs were representatives from the European Commission and academics. Participants warmly welcomed proposals to incorporate in curriculums of accredited and other journalism courses at universities and colleges basic skills and knowledge of health reporting. Additional papers and contributions from leading health journalists in the USA, Ireland, Netherlands, Italy, Greece, Romania, UK and Portugal followed the opening introductions which outlined the work of the six partner organisations in the HeaRT project. The conference was considered a success that also raised the question of how to build on the work that has already been accomplished. The HeaRT project team has agreed to investigate ways of continuing the project, hopefully widening its reach to new countries, adding new training materials, and developing the first-ever book on health journalism in Europe, to be published next summer. The conference generated media coverage, including interviews and articles, and was also communicated through twitter.
Cible	Journalists, Health Journalists, Academics, Policy Makers, Universities and Academic institutions, associations and organizations of media
Public	Événement public
Informations de contact	Afroditi Veloudaki (a.veloudaki@prolepsis.gr)
Date et lieu	October 15, 2012, Acropolis Museum, Athens, Greece

Project Tags

The project belongs to the following group(s):

Best Projects (http://www.adam-europe.eu/adam/thematicgroup/MMVII)