

HeaRT EU CONFERENCE

Monday, October 15 2012
Acropolis Museum, Athens, Greece

08:30 – 09:00	Registration & Coffee
09:00 – 09:30	Opening Remarks Introduction Professor Dimitris Linos, President of Prolepsis
09:30 – 11:00	<p>Session I – The Health Reporting Training Project</p> <p>EU initiative to advance training on health reporting: the HeaRT project <i>Afroditi Veloudaki, HeaRT Project Manager, Prolepsis, Greece</i></p> <p>Results from HeaRT research: health reporting training in the EU <i>Martin Kilgus, Journalist, SWR, Germany</i></p> <p><i>Athanassios Petralias, Postdoctoral Researcher, Department of Statistics, Athens University of Economics and Business, Scientific research advisor, Ministry of Development, Research associate, Prolepsis Institute</i></p> <p>HeaRT training program: Workshops & E-learning tool <i>Dina Zota, Health Promotion Specialist, Prolepsis, Greece</i></p> <p>Evaluating HeaRT project – preliminary results <i>Mihaela Danga, Center of Independent Journalism, Romania</i></p> <p>Building on the project: enhancing health reporting in Europe <i>John Lister, University of Coventry, UK</i></p> <p>Discussion</p>
11:00 – 11:30	Coffee break
11:30 – 13:00	<p>Session II – The importance and quality of health reporting</p> <p>Chair: Nana Ntaountaki, Journalist, Vice-President of the Journalists' Union of the Athens Daily Newspapers (ESIEA)</p> <p>Why should we report on health? <i>Trudy Lieberman, Contributing Editor, Columbia Journalism Review, US</i></p> <p>Health, Media and the Truth <i>George Pleios, Professor, Head of the Department of Communication and Media Studies, University of Athens</i></p> <p>Covering health issues: mind the traps <i>Rinke van den Brink, Health Editor and Research Journalist, NOS News,</i></p>



Education and Culture DG

Lifelong Learning Programme

	<p><i>Netherlands</i></p> <p>The Quality (?) of Health Reporting</p> <p><i>Dr. Muiris Houston, Medical Journalist and Health Analyst, The Irish Times, Ireland</i></p> <p>Criteria for the evaluation of medical reporting - testing their applicability</p> <p><i>Wiebke Rögener-Schwarz, Research Assistant, Chair of Science Journalism, Institute of Journalism, University of Dortmund, Germany</i></p> <p>Discussion</p>
13:00 – 14:00	LUNCH
14:00 – 15:15	<p>Session III - Reporting on business and economics of health care and health policy</p> <p>Chair: Nikos Chatzinikolaou, Editor and Director of Real News, Greece</p> <p>Health policy and business: The Search for the Right Answer</p> <p><i>Nick Timmins, Senior fellow The King's Fund, UK</i></p> <p>Investigative health journalism: the need for creating networks</p> <p><i>Vlad Mixich, Senior Editor for HotNews.ro, Romania</i></p> <p>Don't let the economists frame the health policy debate</p> <p><i>Anna Wagstaff, Assistant Editor, Cancer World, UK</i></p> <p>Getting to the heart of the matter</p> <p><i>Mark Nicholls, Health Journalist, Medical Journalist Association, UK</i></p> <p>Discussion</p>
15:15 – 15:45	Coffee break
15:45 – 16:30	<p>Session IV - Conflict of interest – ethics in reporting health</p> <p>Chair: Isidoros Karatzas, Head of the Ethics Sector, European Commission, DG Research & Innovation</p> <p>Conflict of interest - Who got the voice and power in health journalism?</p> <p><i>Ulla Järvi, Medical Journalist, Finnish Medical Journal, Finland</i></p> <p>Cord Blood Banks – the Greek Phenomenon</p> <p><i>Ioanna Soufleri, Molecular biologist, Journalist, TO VIMA, Greece</i></p> <p>Italian media in private clinics' hands: health care journalism or advertising?</p> <p><i>Amelia Beltramini, Managing Editor of FOCUS, Italy</i></p> <p>Discussion</p>

<p>16:30 – 17:30</p>	<p>Session V – Health reporting – lessons, opportunities and case studies</p> <p>Chair: George Pleios, Professor, Head of the Department of Communication and Media Studies, University of Athens</p> <p>Contacts – catching them, caring for them and keeping them</p> <p><i>Kate Kelland, Health and Science Correspondent, Europe, Middle East and Africa, Thomson Reuters, UK</i></p> <p>Health literacy training for journalists, a prerequisite when communicating health during crisis</p> <p><i>Germain Thinus, Policy Officer, European Commission, Health Threat Unit</i></p> <p>Disease in the news: an overview of the Portuguese case</p> <p><i>Rita Alexandra Manso Araújo, PhD Student, Portugal</i></p> <p>Discussion</p>
<p>17:30 – 18:00</p>	<p>Discussion – Closing of conference</p>