## Health in the Headlines

### European conference on Health Journalism

Coventry University, June 23-24

<table>
<thead>
<tr>
<th>DRAFT Timetable DAY 1, Thursday June 23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facilitator:</strong> SUE LISTER (Senior Lecturer Health Management, Coventry University)</td>
</tr>
<tr>
<td><strong>9.00</strong> Coffee and registration</td>
</tr>
<tr>
<td>10.00 Welcome</td>
</tr>
<tr>
<td><strong>OPENING REMARKS</strong></td>
</tr>
<tr>
<td>JOHN LISTER, conference organiser, Senior Lecturer Health Journalism, Coventry University</td>
</tr>
<tr>
<td>10.25 <strong>Raising standards in Health Journalism</strong></td>
</tr>
<tr>
<td>Finding and filling the gaps: the HeaRT project to improve the training of health journalists in Europe</td>
</tr>
<tr>
<td>AFRODITE VELOUDAKI – Prolepsis, Greece, director of HeaRT (Health Reporter Training project)</td>
</tr>
<tr>
<td>Working for Excellence in Health Care Journalism</td>
</tr>
<tr>
<td>CHARLIE ORNSTEIN – President, Association of Health Care Journalists, senior reporter with ProPublica in New York.</td>
</tr>
<tr>
<td>Losing the plot: journalists and patient case histories</td>
</tr>
<tr>
<td>JOHN ILLMAN – Former health editor of <em>The Guardian</em>, former editor of <em>General Practitioner</em> and founder editor of <em>New Psychiatry</em>. Immediate past chair, Medical Journalists Association</td>
</tr>
<tr>
<td>11.25 Discussion</td>
</tr>
<tr>
<td>11.45 Plenary workshop 1: case studies</td>
</tr>
<tr>
<td>News in the making: features and changes in health coverage in Portugal</td>
</tr>
<tr>
<td>RITA ARAÚJO, Communication and Society Research Centre – University of Minho</td>
</tr>
<tr>
<td>Representation of ‘health’ in Estonian daily news flow and how this affects health journalism education</td>
</tr>
<tr>
<td>HALLIKI HARRO-LOIT and HANS ORRU (HeaRT project Estonian team), University of Tartu</td>
</tr>
<tr>
<td>The importance of specialisation in health for journalists: the Spanish case</td>
</tr>
<tr>
<td>ESTHER PANIAGUA, Health journalist and International Relations Coordinator in Spanish National Association of Health Informers</td>
</tr>
<tr>
<td>12.30 Discussion</td>
</tr>
<tr>
<td>12.45 LUNCH</td>
</tr>
</tbody>
</table>
2.00 **Understanding how NICE works globally**
FRANÇOISE CLUZEAU, Senior Advisor, NICE International

Discussion

2.35 **Critical health reporting**
Pressing for accuracy, balance and completeness in health and medical journalism
GARY SCHWITZER – Publisher of award-winning website HealthNewsReview.org

IVAN ORANSKY – Executive editor Reuters Health

3.25 **TEA BREAK**

3.50 Discussion groups on **Critical health reporting**

4.40 **Parallel sessions: the impact of media images**

**Brave Child Victim Boosts Sales? Children in hospital in the media**
ALAN TAMAN, Communications Editor, Birmingham Children’s Hospital and TRUDY LIEBERMAN, contributing editor Columbia Journalism Review

**What is the story of 'elder abuse'?**
RICHENDA POWER, Freelance Journalist

**How the media depict dominant representations of Greek society on the problem of child abuse and neglect**
ANNA SALVANOU, Institute of Child Heath, Department of Mental Health and Social Welfare, Athens

5.25 **CLOSE**

5.30 Book Launch reception, Room 101

8.00 **Conference dinner at AQUA**

---

**Timetable DAY 2:**
**Friday June 24**

9.00 Coffee

9.30 **Reporting health reforms**

**The attack on Medicare**
TRUDY LIEBERMAN, contributing editor Columbia Journalism Review, Fulbright Senior Scholar and immediate past president AHCJ

**New media and the Obama reforms**
SHELLEY STEVENSON, Associate Lecturer in Broadcast Journalism Coventry University
The future of the Italian health care system
GIANLUCA BRUTOMESCO, freelance journalist, responsible for external relations of Unamsi, the National Union of Italian Medical Writers

Getting a complex message across
IAN PARKER, political and communications advisor to John Healey MP (Labour), Shadow Health Secretary, Westminster.

Media coverage of England’s health reforms
JOHN LISTER, Senior Lecturer Health Journalism, Coventry University, Director ‘Health Emergency’ campaign.

10.45 Discussion

11.15 Short tea break

11.30 Plenary workshop 2: case studies
Swine flu and Twitter: What important web resources were popular on Twitter at the height of the pandemic?
CONNIE ST LOUIS, Programme Director, Science Journalism, City University, London

Urinary Tract Infections in the Elderly: prevention and treatment of this commonest infection. Creams or cranberries?
ANGELA KILMARTIN, health journalist

Vitamin D and sunshine: a campaign challenging health dogma
OLIVER GILLIE, formerly medical correspondent The Sunday Times and Health editor The Independent.

Discussion

12.30 LUNCH

1.30 Plenary workshops 3:
Investigative health journalism
CHARLIE ORNSTEIN, President, Association of Health Care Journalists, senior reporter with ProPublica in New York.

Best practices in Blogging and social media
IVAN ORANSKY, Executive editor Reuters Health

Discussion

2.10 Staffing levels and professional standards in journalism
DONNACHA DE LONG, President, National Union of Journalists

3.00 Closing remarks
from AHCJ, MJA, HeaRT and Coventry University.

3.30 CLOSE