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Training the current and future media professionals in Croatia on identifying, appraising and using reliable health-related information

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Background

- People regularly exposed to media content, incl. content on health and disease
- Health problems – heightened receptiveness to media messages



- Half-truths
- Biased information
- Plain lies

Pijte vodu na prazan želudac

U Japanu je navika piti vodu odmah nakon buđenja. I znanstveni testovi su također uvidjeli prednosti te tehnike. Liječenje vodom daje rezultate za "stare" i ozbiljne bolesti kao i za "nova" moderna oboljenja - priznato je kao 100%-tno efikasno za liječenje slijedećih bolesti:

* glavobolja, bolovi u tijelu, srčani sustav, artritis, brzi otkucaju srca, epilepsija, masnoća u krvi, bronhitis, astma, TB, meningitis, bolesti bubrega i mokraćnih organa, povraćanje, gastritis, dijareja, hemoroidi, dijabetes, zatvor, sve bolesti očiju, bolesti maternice, rak i menstrualni poremećaji, bolesti uha, grla i nosa.



Kako prepoznati jaču dehidraciju:

* Grčevi mišića događa se kada u mišiće preko krvotoka ne dolazi dovoljno kisika zbog nedostatka vode u tijelu
* Koža gubi elastičnost - provjerite tako da povučete kožu na nadlaktici - koža bi se trebala brzo vratiti u početan položaj
Upale oči i tamna koža oko i ispod očiju

METODA LIJEČENJA

1. čim se probudite ujutro, prije nego operete zube, popijte 4 x 160 ml (640ml) čaša vode
2. operite zube i usnu šupljinu i nemojte jesti ni piti ništa narednih 45 minuta
3. nakon 45 min. možete normalno jesti i piti
4. nakon 15 min. (koliko je trajao vaš doručak/ručak/večera) nemojte jesti ili

piti ništa narednih 2 sata.

5. oni koji su stari ili bolesni i ne mogu popiti 4 čaše vode odmah na početku (dok se ne priviknu) mogu početi tako da popiju odjednom koliko mogu a onda svakim danom povećavati količinu vode dok ne dosegne te 4 čaše vode.

6. ova metoda izliječit će bolesne, a zdravi će uživati još veće zdravlje

Koliko je dana potrebno da se izliječe slijedeće bolesti:

1. visoki krvni tlak - **30 dana**
2. gastritis - **10 dana**
3. dijabetes - **30 dana**
4. zatvor - **10 dana**
5. rak - **180 dana**
6. TB - **90 dana**
7. oni koji imaju artritis, ovu metodu liječenja mogu provoditi samo 3 dana u prvom tjednu, a od drugog tjedna nadalje, dnevno

Ovo liječenje nema popratnih efekata, osim što ćete češće ići mokriti.

Dobro bi bilo da ovo uzmemo za dnevnu praksu tokom cijelog života, a ne samo dok liječimo bolest. Pijete vodu i ostanite aktivni.

Ima smisla. Kinezi i Japanci piju vruć čaj tijekom jela ... ne hladnu vodu. Možda je vrijeme da usvojimo njihove navike pijenja (u malim gutljajima) tijekom jela

Background

- Role of journalists
 - may be well-intended
 - not always aware of the impact of their work on public opinion
 - may lack knowledge and skills for appraising and processing health-related content (not part of the formal training curricula)

Aims

- Training for journalists and journalism/communication science students
- Four major university cities in Croatia
- Build capacity to identify, appraise, and use reliable health-related evidence

Methods

- Project supported by the Ministry of Science and Education of the Republic of Croatia (science popularization programme)
- Training materials developed
 - presentation
 - exercises
 - booklet ‘I’ve got nothing to lose by trying it’ by Sense About Science (senseaboutscience.org), translated by Cochrane Croatia

Methods

- Two-hour workshops for journalists and students of media-related studies
 - an hour of presentation (principles of EBM and communicating reliable health related information)
 - an hour of group work (discussion of the good and poor practice examples, based on the real cases of media reports)

Results

- Five workshops delivered in March-May 2017 at five universities in major Croatian cities (Zagreb, Osijek, Split, Dubrovnik)
- About 200 participants
- All workshops delivered by the same expert in EBM and science communication (Livia Puljak)



Limits

- Target audience – all current and future media professionals, but:
 - majority of participants were students in media-related study programmes
 - very few active journalists
- Possible impact not immediate
- Several universities not covered by the project (due to limited funding)

Bottom line

- Targeted training of current and future media professionals in identifying, appraising, and presenting reliable health-related information is needed to fill the gap in the formal curricula
- Intervention early in the carriers more feasible than later on
- Eventually, goal is to improve the reliability and quality of health-related media reports