

# Blended Intensive Programme

**HealthComm+:** Mastering Health Communication in the Era of Misinformation

13th – 17th May 2024

Are you looking for an exciting and innovative way to further your education while working within an international context?

The Blended Intensive Programme (BIP) is designed to provide you with a unique and top notch learning experience abroad.



*Our programme is designed in cooperation with two partner institutions: Faculty of Health Studies of University of Rijeka and Bernays University of applied sciences.*

**The Blended Intensive Programme (BIP) will be held at the “Akvarij” venue on the University of Rijeka Campus.**

Additionally to two virtual sessions, you will have the opportunity to work with peers from all around the world on a real-life challenge in Rijeka, Croatia.

**Don't miss this opportunity to be part of a remarkable and exciting international educational experience.**

## ***Learning outcomes***

*Understanding the importance of communicating knowledge about health issues*

*Recognizing misinformation*

*Developing skills to effectively communicate with the population*

## ***What to expect***

*A combination of lectures, interactive workshops, discussions, group work, and virtual presentations.*

***Obtain 3 ECTS upon successful programme completion***

# Programme Highlights

## **May 7th online**

Introduction  
Group building activities  
Introduction to the process  
and topics

## **May 13th**

Opening session  
Introduction to communication  
skills for healthcare  
professionals  
Structured networking

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## **May 14th**

Workshop on misinformation  
Brain in a digitalised world:  
ethical, communicational, and  
other consequences

## **May 15th**

Ethics and responsibility in  
communication about health topics  
Practical work on recognizing ethically  
debatable situations and appropriate  
reactions to them  
Field trip  
Reflection in the context of ethics

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## **May 16th**

Assessment of  
communication profile  
Writing a reflective journal  
about what was learned in  
the context of  
misinformation and ethics

## **May 17th**

Using digital tools for education  
and communication with different  
population groups  
Reflection and initial evaluation

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## **May 28th online**

In-depth evaluation and  
follow-up

***Deadline for registration is February 29th, 2024.***

***The price with organized accommodation is 280 €.***

***The price without organized accommodation is 80 €***

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