タイトル：Health Communication and Environment: A complex link

日時：2008年3月14日（金）16時30分～18時00分

場所：京都大学百周年時計台記念館2階 会議室III

http://www.kyoto-u.ac.jp/access/kmap/map6r_y.htm

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講演要旨:

The importance of the links between health and environmental issues are recognized internationally. In 2005, Public and Environment Health Department from the World Health Organization published an exhaustive research evidencing how approximately one-quarter of the global disease burden is due to modifiable environment factors. These dates are even greater for children and adolescent populations. Environment risk information and education could help us to change this situation. This preventive strategy not refers only to nature of the risks, but also to the concerns, opinions or reactions of individuals to risk messages and to legal and institutional arrangements for risk management. These are topics very complex, because we do not find a unique definition or right approach to them. Health communication in relation to environment risks is approached by two ways:

- First, we will analyze the communication as a process integrated by: source of the message, message characteristics, audience and risk perception, and channel (as for example the role of mass media in the social amplification or risk).
- Second, we will pay attention to the communication planning to commitment to the community and their social agents. This strategy involves: community knowledge needs, goals and planning and evaluation.

With this talk, we will try to reflect about these barriers and social marketing opportunities and we will analyze the psychologist role.