



**Science over beliefs in
healthcare
KVS 2018-2019**

16.4.2020

Why?

- Health issues concern everyone and generate strong opinions. Health claims and resulting beliefs can be detrimental to an individual's health, but they also have social and public health effects.
- At KVS, we value dialogical, fact-based communication and learning together, in order to take better care of each other and the nature.
- We have experience on several media literacy projects and strong expertise on journalism and communication.
- There are fewer journalists specializing in health issues. Media often exacerbates research findings by exaggerating causation and impact, further increasing the need for critical media literacy.
- Medical studies lack the preparatory section for social interaction. Experts with active civic participation can influence the spread of false (health) claims.

What?

Science over beliefs -project trained medical students so they could better respond to common and false health beliefs, which are not based on science.

The media literacy project aimed at:

- ✓ using the professional knowledge of future doctors in them being more active in the civic society
- ✓ helping people separate the evidence based medical science from health claims that can be harmful
- ✓ raising discussion on media literacy and critical thinking on health matters



How?

- Training course of 30 hours for medical students.
- Training included basics of journalism, media processes, popular writing, source criticism and dialogue.
- Students wrote science-based, but common language articles focusing on one claim at a time.
- Senior doctors helped in mentoring the content and professional editors helped with the style and language.
- Discussion events were arranged where medical students discussed with citizens in a dialogical method.

Learnings?

- The students were good writers, but the academic style and structure sit tight on them.
- Go through the process of journalistic editing with the students and spare enough time for the editing rounds.
- Different trainings for written and oral communication?
- How about a training on vlogging on the subject?
- Motivated, aspiring experts are a great target group to work with!



VASTALÄÄKE Tutkitulla tiedolla huuhaata vastaan. HAE SIVUSTOLTA Etsi... PYSY KUULOLLA

MIKÄ VASTALÄÄKE? ARTIKKELIT PUHEENVUOROT TIETEEN PERIAATTEET USEIN KYSYTYT KYSYMYKSET AJANKOHTAISET

Yhdessä tavallisessa rokoteannoksessa on alumiini yhtä paljon kuin kahdessa suklaalevyssä tai viidessä kupissa yrttiteetä. Kuvitus: Jonna Anttila

Altistaako alumiini autismille?
31/05/2019
alumiini ravitseminen rokkeet

Tämä artikkeli tuotettiin Kansanvalistusseuran Medialukutaitoa terveydestä -projektissa. Projektin saatiin rahoitusta opetus- ja kulttuuriministeriön valtionavustuksesta medialukutaidon edistämiseen.

Teksti: Heta Lukjanow & Joni Tilli

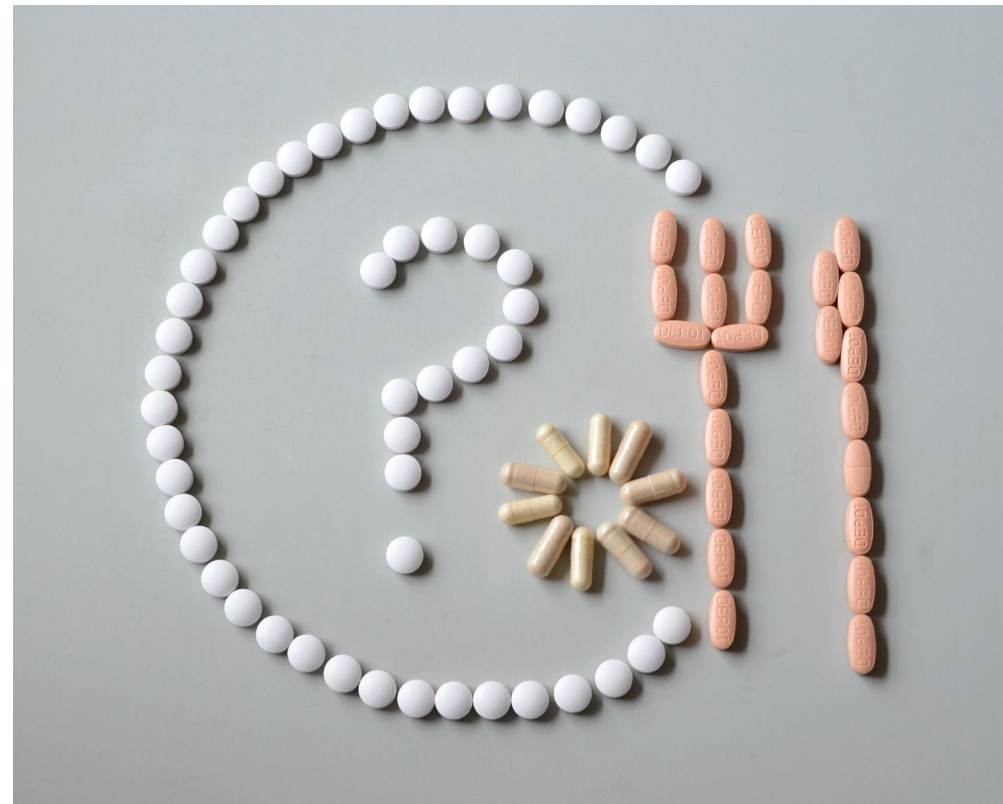
Yksi syy rokotevastaisuuteen on rokotteiden apuaineena käytetty alumiini, jonka on jopa väitetty aiheuttavan autismia. Tutkimukset kuitenkin osoittavat alumiinin turvalliseksi.

Ilman rokotteita moni vakava tauti, kuten isorokko tai sikotauti, riehuisi yhä keskuudessamme. Taudit aiheuttaisivat ihmisille kärsimystä ja vaarallisia liittännäistaujeja, joiden hoito vaatisi sairaalapäiviä ja tuottaisi kustannuksia yhteiskunnalle.

Feedback?

"Today's training session convinced me of the importance of health communications and the responsibility of every doctor in the matter."

"I became excited about the topic and started thinking about my own way of communicating. The course was inspiring."



Outcomes?

- 30 medical students participated in the pilot course.
- 12 articles on common health claims were produced and published on the website created.
- The website had 17 200 visitors in three months.
- 4000 followers were gained on social media in a short period of time.
- Media coverage greater than in any other KVS project before.
- 2 civic discussion events were arranged with 36 participants.
- The medical students founded an association (Vastalääke), which will continue the fight against health beliefs.

