

Working Group of Communication and Scientific Dissemination in Virtual Health Library – VHL



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The Working Group of Communication and Scientific Dissemination in VHL had as objective the discussion of the source of information number 5, “News and Communication among the people”, that includes from the means of publication of traditional news of the type broadcast, as bulletins, journals and journalistic matters of scientific dissemination, the new types consolidated with Internet, as lists of discussion, blogs, etc., in addition to the asynchronous interactive means, such as the tvs, the foruns, and the synchronous means, such as the chats and the video conferences.

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The objective of the Working Group (WG) was to evaluate and to recommend policies, actions, and strategies aimed at strengthening and disseminating the use of these communications media and scientific dissemination in VHL for promotion of the universal and equitable access to the information and knowledge in health. In particular, the WG discussed the strategies and mechanisms to strengthen the development of reported environments. The Working Group met with two panels. The first was devoted to scientific communication and concerning the health for people in general and, the second, to the exchange of information, experiences and knowledge in the area of Virtual Communities and Communities of Practices.

Working Group of Communication and Scientific Dissemination in Virtual Health Library – VHL *Presentations*

Melanie Zipperer – OMS

As communication and the intercession can help the countries to improve the health and such as supporting their efforts in the combat to diseases taking as an example the experience with AIDS, TB and Malaria

Bryna Brennan - OPAS/OMS

Priorities of the takeover bids in Public Communicating for Health in the Americas

Lúcia Santaella - Pontificia Universidade Católica de São Paulo
New formal dimensions of communication

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Account of the works

The WG Communication and Scientific Dissemination met and discussed the subjects of the paineles 1 and 2, with the objective of strengthening the source of information number 5 of the Virtual Health Library. The works were led by Silvia de Valentin, Coordinating of the Group, who suggested started the discussion around three fundamental premises:

1. The methodologies and information technologies for the access to the information.
2. The various formats of dissemination of information for differentiated publics.
3. The communication systems to strengthen the various flows.

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Results

The work of the group was characterized by rich dialogues, discussions, and integration of all the participants. The exchange of information and knowledge and good practices has been strengthened with approach in the communication improvement in the health organizations as well as for the general public, in the context of the Virtual Health Library -VHL.

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Conclusions and recommendations

Considering:

- The objective of promoting the equitable access to the information and scientific and technical knowledge in health;
- The need for developing the local, national and institutional capabilities in communication;

the working group in Communication and Scientific Dissemination recommends that:

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Conclusions and recommendations

1 the WG recommends, in the area of communication development and strengthening in VHL:

1a – All the communications media should be considered in order to reach the society in general, considering their logics, criteria and limits, as well as adapting the message to the public that is attempted to reach.

1b – The participation and the political support are fundamental for the communication success.

1c – The utilization of formal communication channels is promoted so that the people register and transmit their ideas and knowledge, for example in the virtual communities.

1d – Be adopted technologies with friendly interfaces focused on the user in order that there is promoted the effective dissemination of information and knowledge.

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*2 the WG recommends, the in the area of the reported environments
and of communication:*

- 2a - Communication should be integrated in all the activities that seek the improvement of attitudes and behavioral changes of the population.
- 2b – The communication channels should contribute to an adequate decision-making (the use of bulletins, servers of news, among others).
- 2c - The role of the mediators of information should be strengthened with the objective of expanding the facility of the access to the information.

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3 the WG recommends, in general area:

To use the opportunity of VHL to facilitate the exchange among the professionals and the health promoters.