



Cox International Center



Center for Research in
Communication



Biroul Erasmus SNSPA
Erasmus+ KA 107

HEALTH COMMUNICATION AND SOCIAL CONTEXT
October 26-27, 2017
Room 804, 30A Expoziției Boulevard, Bucharest

Thursday, October 26
14.00 – 14.30 Registration
14.30 – 15.00 Welcome
speeches

Remus Pricopie, Rector, National University of Political Studies and Public Administration, SNSPA
Alina Bârgăoanu, Dean, College of Communication and Public Relations, SNSPA
Tudor Vlad, Director of the James M. Cox Jr. Center for International Mass Communication Training and Research, University of Georgia, U.S.
Charles N. Davis, Dean of the Henry W. Grady College of Journalism and Mass Communication, University of Georgia, U.S.

15.00-16.30 Panel 1:
Health communication,
vaccine advocacy and
community intervention

Room 804, 8th floor

Head speakers
Ms. Sarah Smith, MPA, Associate Director of Management Resources, Center for Disease and Prevention, U.S., University of Georgia, U.S.
Fidelie Kalambayi, Manager, Romanian Angel Appeal
Dr. Jeffrey Springston, Associate Dean for graduate studies, University of Georgia, U.S.
Dr. Emanuela Costiug, General Secretary, Romanian Association for Paediatric Education in Family Medicine
Moderator: Tudor Vlad, University of Georgia

15.00 Parallel session,
Room 516, 5th floor

Romanian Core Health Indicators in ‘State of the Nation’ Data Aggregator
Moderator: Loredana Radu
By registration only at ioana.schiau@comunicare.ro

16.30 Coffee break

16.45-18.15 Panel 2:
Doctor-patient
communication in online
and real-life context

Room 804, 8th floor

Head speakers
Dr. Mihai Craiu, Lecturer, Carol Davila Medical School & Head of Emergency Department, „Alfred Rusescu” Children’s Hospital, Institute for Mother and Child Care Emergency, Romania
Charles N. Davis, Dean of the Henry W. Grady College of Journalism and Mass Communication, University of Georgia, U.S.
Dr. Cătălin Cirstoveanu, Chief of the Intensive care Unit for Newborns, Marie Curie Hospital, Romania

Guest speakers
Dr. Mihai Ranete, President of the Doctors’ Caravan Association
Dr. Nicolae-Iordache Iordache, Health Communication Expert
Emmanuela Schweninger, Health Journalist, TVR

Moderator: Loredana Dumitrașcu, Head of the Professional Relations Unit, Colgate Romania



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18.15 – Dinner
Friday, October 27

10.00 Panel 3:

Public Health
Communication, PR
Health and Behavioral
Change,
Room 804, 8th floor

Head speakers

Ms. Sarah Smith, MPA, Associate Director of Management Resources, Center for Disease and Prevention, U.S., University of Georgia, U.S.

Vasile Cepoi, State Secretary, National Authority of Quality Management in Health

Dr. Jeffrey Springston, Associate Dean for graduate studies, University of Georgia, U.S.

Gabriela Andreiașu, deputy-director, Romanian Anti-Doping Agency

Lucian Ioniță, Managing editor, eHealthRomania.com

Guest speakers

Dr. Ion-Gheorghe Petrovai, Project Manager Fresh Blood

Cristina Racoceanu, Manager, National Authority of Quality Management in Health

Cristina Siclovan, expert, National Health Insurance House

Moderator: Tudor Vlad, University of Georgia

11.30 Coffee break

11.45 Panel 4:

Media coverage of
health issues and legal
aspects of health
communication
Room 804, 8th floor

Head speakers

Tudor Vlad, Director of the James M. Cox Jr. Center for International Mass Communication Training and Research, University of Georgia, U.S.

Roxana Gavriloaia, Regulatory Affairs Expert Adviser, Romania

Charles N. Davis, Dean of the Henry W. Grady College of Journalism and Mass Communication, University of Georgia, U.S.

Richard Constantinescu, Grigore T. Popa University of Medicine and Pharmacy

Adriana Turea, Health Journalist, Radio România Actualități

Guest speakers

Bianca Cucos, Health Journalist, Raportuldegarda.ro

Florina Badea, Health Blogger

Moderator: Ioana Schiau, SNSPA

13.30 Lunch