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DESIGNING OF THE HEALTH JOURNALISTS TRAINING COURSE IN THE AREA OF HEALTH PROMOTION

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Background and aims: The media play a vital role in the dissemination of information about health and medical sciences and provide important information about medical researches, health policies, and health professions for the people. They can effect on knowledge and believes of the people; therefore we cannot ignore their impact on public attitudes. Given the importance of providing accurate health news reports, and the need for health-conscious and competent journalists in the country, the aim of this study was. “Designing of the health journalists training course in the area of health promotion“.

Methods: This study was conducted in Isfahan University of Medical Sciences 1394–95. This study was a cross-sectional study that during the two phases of “need assessment”, and curriculum planning carried out. In the beginning of the study, in order to obtain accessible curriculums in the high rank universities in the world, the library search was done. And then through the study of quantitative study and interview, the training needs of journalists identified, and ultimately, the educational objectives of the proposed training course of health journalists was developed.

Results: The results of this research led to the development of a curriculum of Medical Journalism Course in the area of

health promotion. The highest level of health awareness of reporters was related to the field of health economy ($3/19 \pm 0/68$) and the lowest level of awareness was related to the scope of health promotion ($2/3 \pm 0/84$), respectively. Reporters lowest level of educational priorities was for the area of health promotion ($1/76 \pm 0/71$) and the highest priority level for the area of health economics ($2/12 \pm 0/84$) was held. Given the level of awareness and prioritize training needs, the developed course was consisted of 8 health subjects, environmental health, epidemiology, nutrition, economics, health promotion, family and community health, the aging in society, and Medical Ethics.

Conclusion: The results of this study led to designing of a curriculum of health journalists training course in the area of health promotion. It is hoped that by implementing through the course by intersectional collaboration of the Ministry of Health and Medical Education and the press, health reporters can publish correct and accurate medical events and improve the health literacy of the community.