

Piano di Formazione Nazionale - PFN 2025

Modulo 7

Formazione Comunicazione in Salute

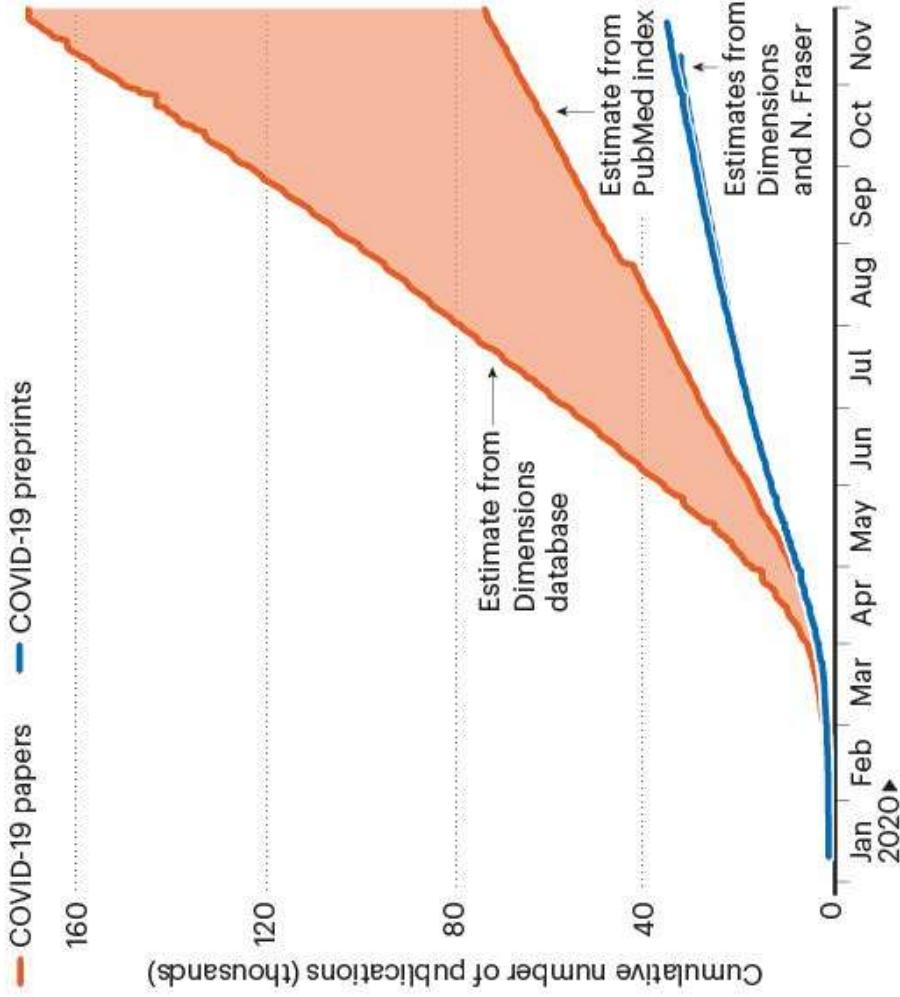
UF1

Come costruire campagne informative efficaci e valutarne l'impatto

PARMA
20-21 MARZO 2025

CORONAVIRUS CASCADE

One estimate suggests that more than 200,000 coronavirus-related journal articles and preprints had been published by early December.



*Estimates differ depending on search terms, database coverage, and definitions of what counts as a scientific article; some preprints were posted on multiple sites online.

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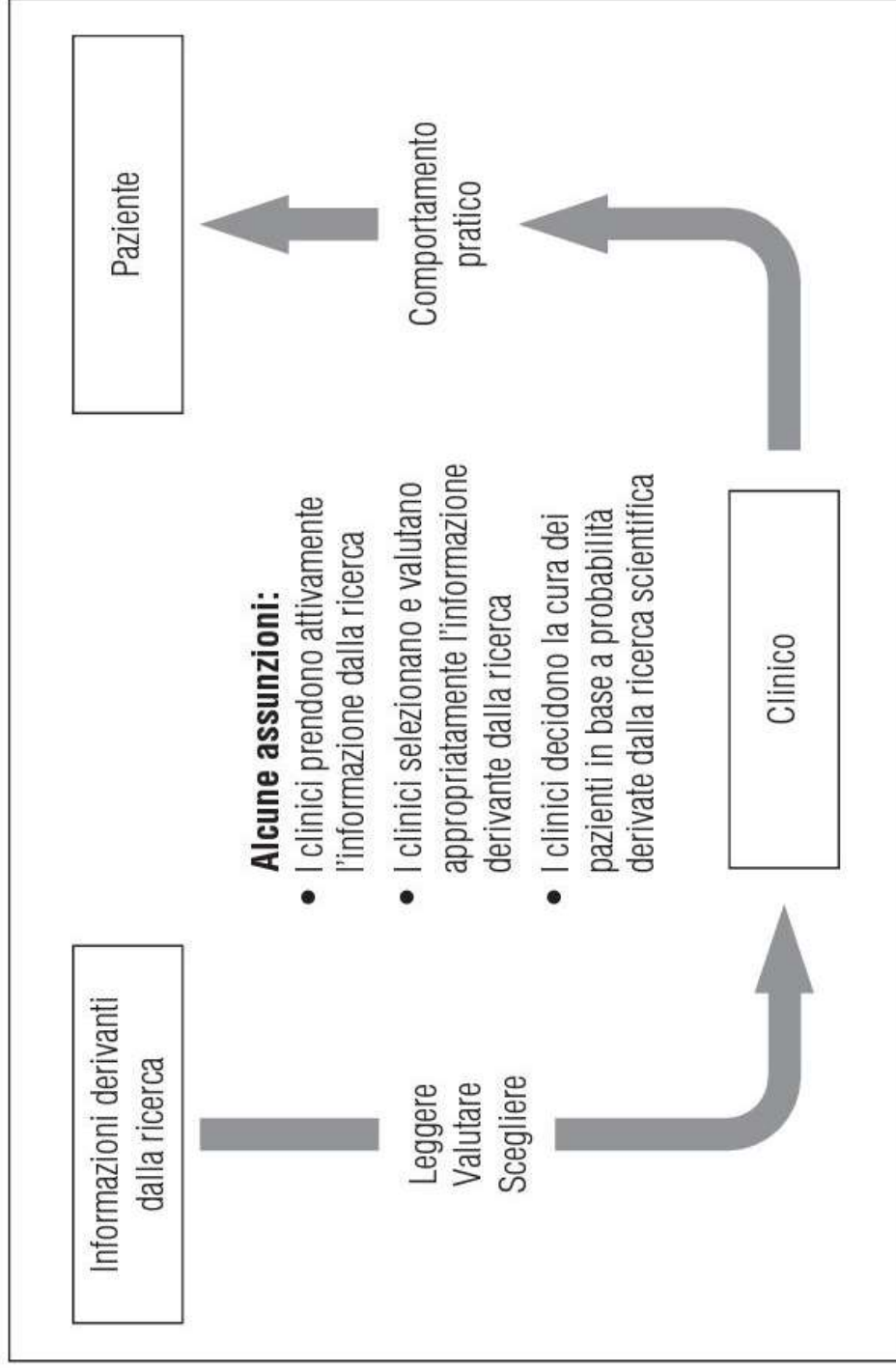


Figura 1.1 • Il modello semplicistico di divulgazione dell'informazione e cambiamento del comportamento «*Come vorremmo che fosse*»

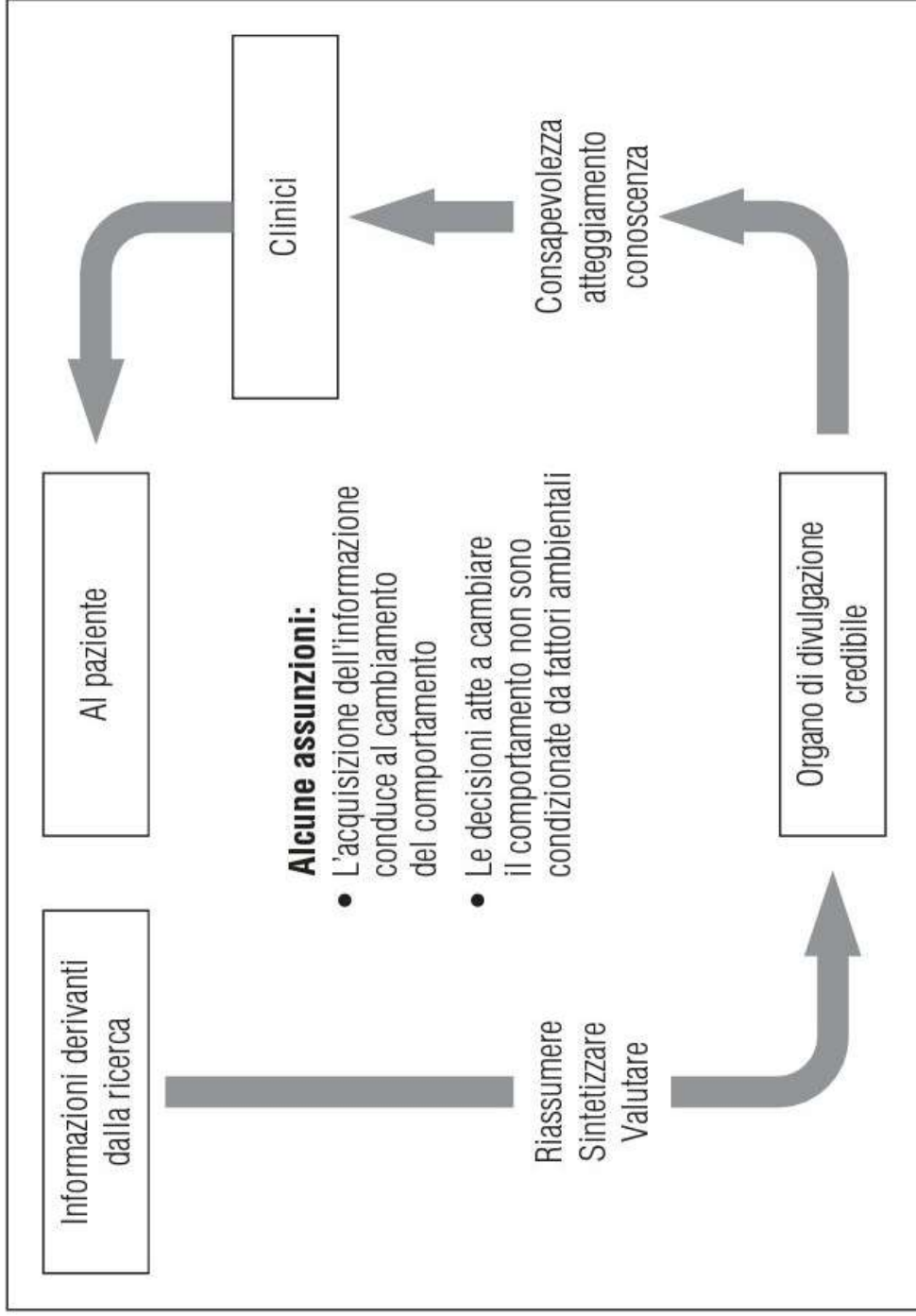


Figura 1.2 • Prima revisione del modello semplicistico: come veicolare il passaggio delle informazioni, overossia «La nascita delle linee-guida»

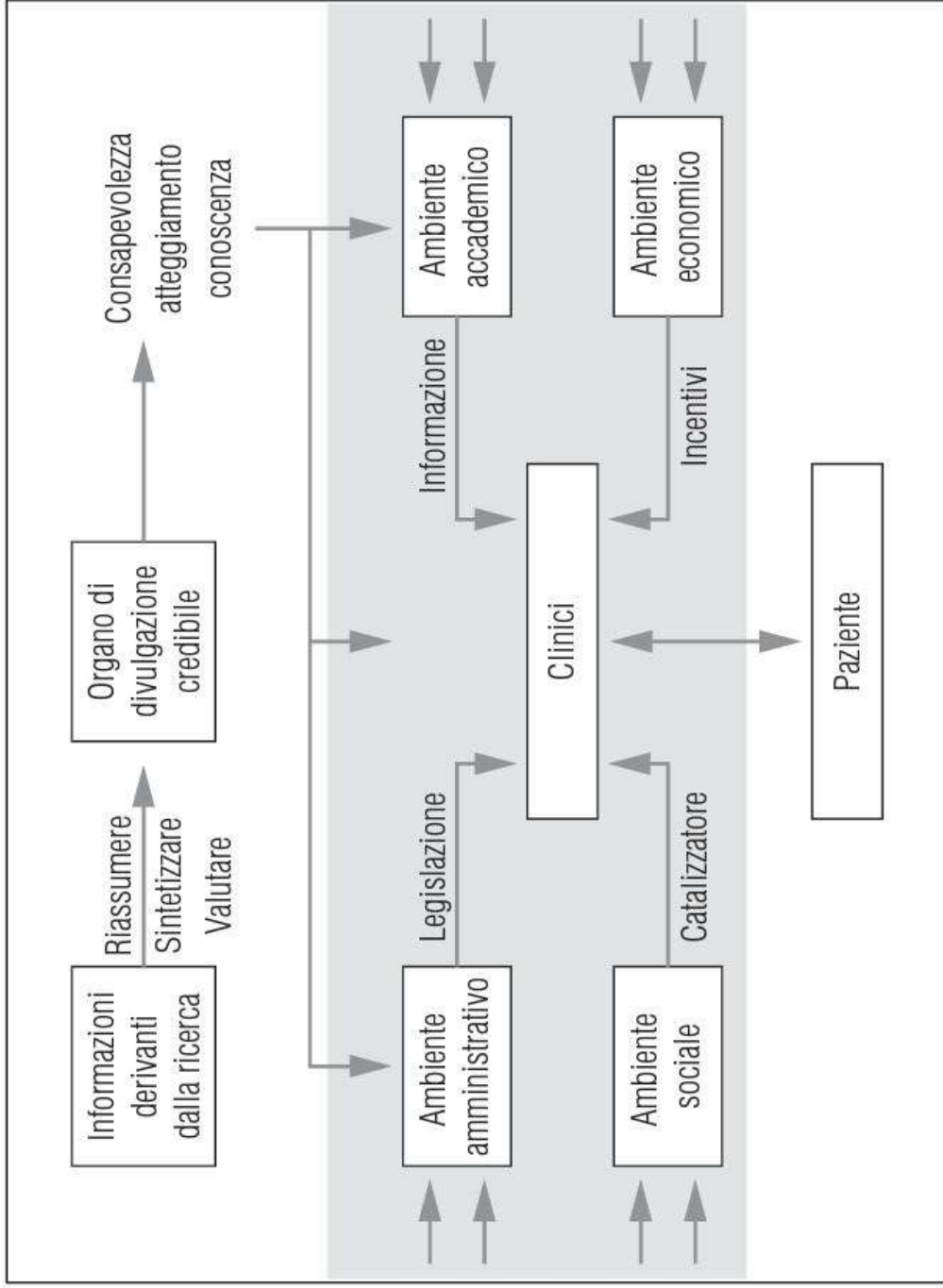
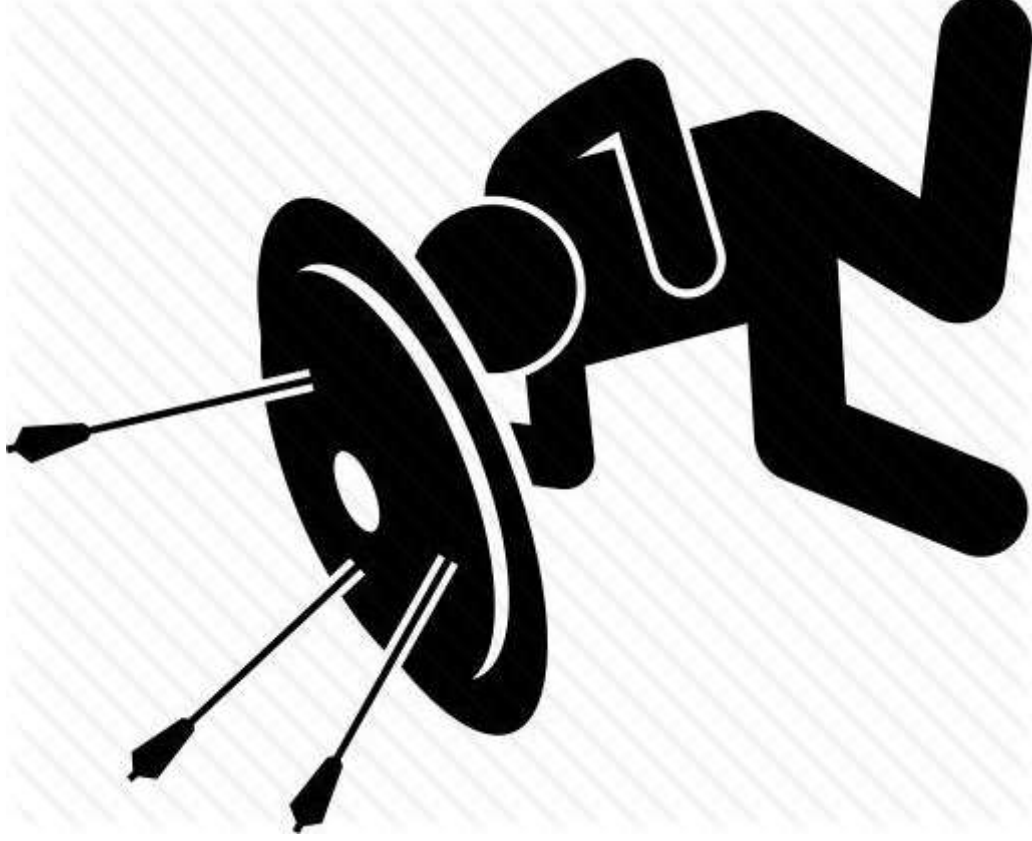


Figura 1.3 • Seconda revisione del modello semplicistico
 «Guardando dentro la scatola nera»

Primary bibliographic databases





“ Often sources of information have a Defensive approach

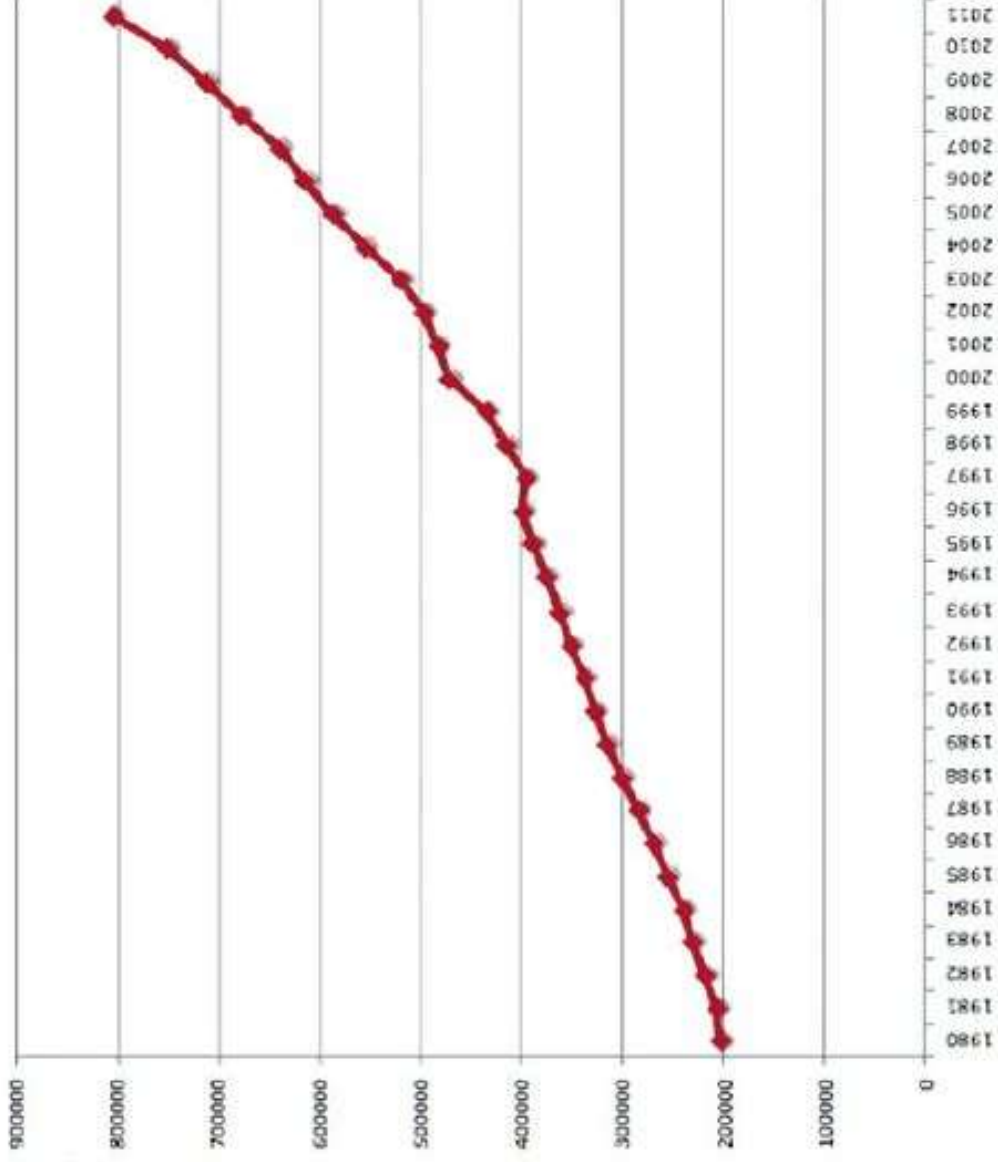


“ Passive Information

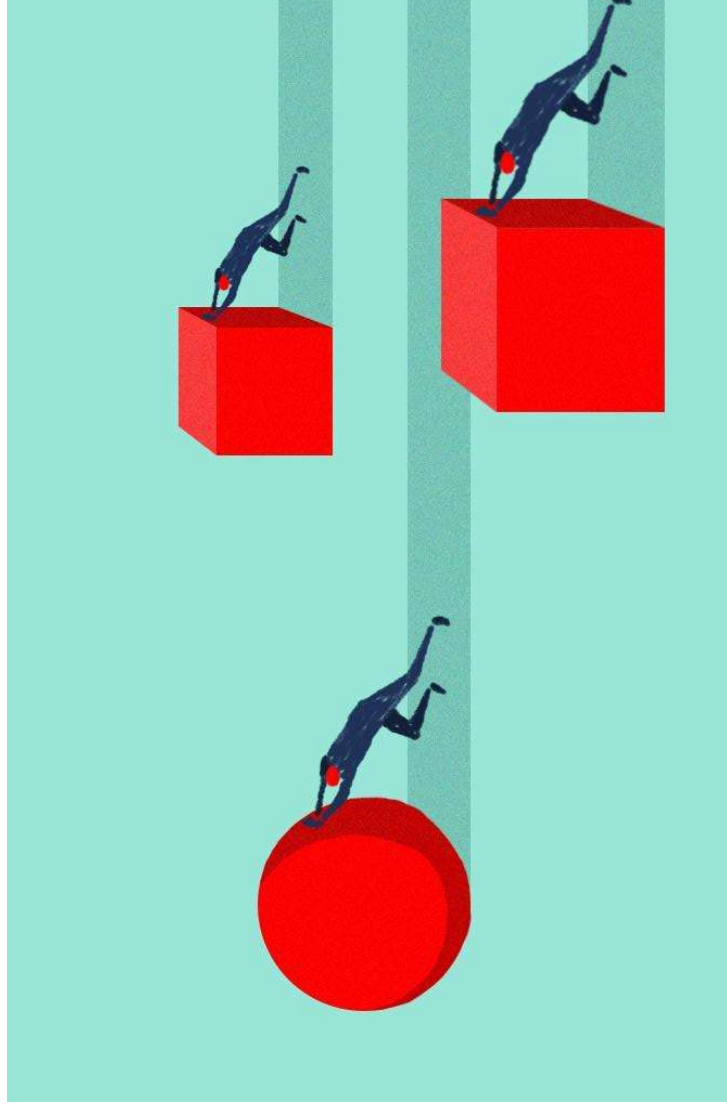
Answer archive

Information centre based

MEDLINE: English-language papers published per year 1980-2011



Looking for a strategy



Grading of Recommendations, Assessment, Development and Evaluation

