



PRE-CONFERENCE PROCEEDINGS
ENGLISH VERSION

Edited by Prof. Annalisa Zanola (University of Brescia)

Dr. Roxanne Barbara Doerr (University of Brescia)

<https://argumentinghealth.unibs.it/>

#healthsc19

Argumenting Health Communication in the Digital Era

13th September 2019

Hosted by the University of Brescia (Department of Economics and Management)

in collaboration with

Medical and Surgical Specialties, Radiological Sciences, and Public Health Department of the University of Brescia

British Association for Applied Linguistics (BAAL)

Associazione Nazionale Assistenti Sanitari (ANAS)

Accademia Lombarda della Sanità Pubblica

Pre-conference Proceedings

Edited by Prof. Annalisa Zanola (University of Brescia)

Dr. Roxanne Barbara Doerr (University of Brescia)

<https://argumentinghealth.unibs.it/>

#healthsc19

Presentation:

In recent years, discourse analysts have taken various approaches to the study of health communication. From the challenges involved in communicating about health in different settings up to the major approaches to health communication that have been taken over the past several decades, with particular attention to Conversation Analysis, Interactional Sociolinguistics, and Narrative Analysis, health communication is breaking new grounds and opening up a new horizon. Moreover, the so-called 'digital era' is undoubtedly affecting health behaviours and healthcare practices, and digital technologies require both discourse analysts and healthcare professionals to expand their perspective beyond traditional doctor-patient communication. The way discourse about health travels "beyond the clinic" needs to be explored, not just across physical settings but also across multiple semiotic modes and media.

New tools, tests and apps are accelerating changes and improving outcomes in health, healthcare and wellness. Technology is growing at an incredibly fast rate, which can help solve the issues of rising healthcare costs, demographics, access to data and so forth, on condition that the entire health communication system is able to keep up with it.

PANEL PRESENTATION ABSTRACTS:

Alhalwachi, Fatima

Birkbeck College, University of London, UK

Doctors gave me the unexplained infertility' label and off I went to decide what next?!": Appraising medical interventions in women's infertility blogs

Based within a social constructionist paradigm and anchored on constitutive studies of research on identity within sociolinguistics and communication studies, this paper uses a context based, socially oriented small story narrative analysis approach (Bamberg and Georgakopoulou 2008) to look at how infertile women construct their positions in relation to medical discourses in their personal blogs. This study is part of a larger thesis that looks at the social, cultural, religious and personal aspects of infertile Muslim women's discursive constructions in a corpus of 411 posts from 10 bloggers, exploring how these women negotiate and position themselves in relation to others and to the master discourses available to them. Drawing on theories of positioning (Davies and Harre 1990; Bamberg 1994, 2007; 2008), it looks at the micro and macro structural forces operating on the moment-to-moment discursive act of storytelling. The analysis offers a lens into the medical, social, cultural, and personal aspects that emerge from and contribute to the various discursive constructions and negotiations of 'self' and 'other'. It investigates tensions expressed in the performance of women's identities as they report on medical experiences/personas, and how they use those stories/discourses to build rapport, call for support, reappraise the social order and call for positive change. Major findings reveal that assumptions around infertility treatment that women report on in the 'real' social world extend to the online world, yet the online world offers spaces that are used to reappraise medical interventions and to offer support to other infertile women.

Beretta, Alessandra¹; Ceretti, Elisabetta³; Cerquaglia, Emanuele²; Conti, Adelaide⁴; Conti, Elena¹; Covolo, Loredana³; Damiano, Luca²; Gelatti, Umberto³; Guatta, Fulvio⁵; Mazzini, Nicola⁵; Pasini, Massimiliano⁵; Rasulo, Francesco A.¹; Tizi, Emiliano⁶; Ziliani, Amedea²

¹ Division of Anesthesiology, Intensive Care, & Emergency Medicine - Spedali Civili Hospital – Department of Medical and Surgical Specialties, Radiological Sciences and Public Health – University of Brescia, Italy

² Social Medica s.r.l., Brescia, Italy

³ Unit of Hygiene, Epidemiology and Public Health - Department of Medical and Surgical Specialties, Radiological Sciences and Public Health – University of Brescia, Italy

⁴ Institute of Forensic Science- Department of Medical and Surgical Specialties, Radiological Sciences and Public Health – University of Brescia, Italy

⁵ Fleming Tecna, Brescia, Italy

⁶ Executive Officer of the Italian Society of Anesthesiology and Intensive Care (SIAARTI)

InEquipe, connecting doctors to help patients: a pilot study

In the last decade, a growing number of healthcare professionals have adopted WhatsApp in their daily work as a platform for information exchange, and interpersonal communication. However, ethical use of this social media and its impact in terms of improvement of the quality of health services is still unclear. *InEquipe* is an app designed to promote communication between doctors, doctors and scientific societies, with characteristics similar to WhatsApp but in a perspective of safety and protection of patient privacy and improvement of health service quality.

The aim of the study is to evaluate the *InEquipe* app in a hospital setting of anaesthesiologists belonging to the Italian Society of Anesthesiology and Intensive Care, SIAARTI (Società Italiana di Anestesia, Analgesia, Rianimazione e Terapia Intensiva), in terms of usability of the *InEquipe* app. Furthermore, the perception of doctors on how the use of the app can contribute to improve knowledge and the quality of health services from different point of view will be evaluated.

A multi-center pilot study will be conducted in three Italian hospitals (Brescia, Napoli and Palermo) enrolling a sample of about 300 doctors, specialists and in training registered with SIAARTI. Participants will be followed up until 6 months after a preliminary phase in which profiling of participants and usability of the app will be assessed. A questionnaire on the perception of participants regarding the use of the *inEquipe* app will be distributed at months 3 and 6 of the follow-up. In particular, the study will allow to understand how the app can contribute to: increase knowledge and improve clinical practice, through a process of support to the doctor's therapeutic-managerial choices; support the training course for medical specialists and doctors in training through participation in a restricted medical community; improve adherence to patient privacy regulations; reduce medical errors and clinical risk and improve the appropriateness of prescriptions.

Bettio, Karin; Camela, Russo; Florida, Alice; Marini, Francesco; Rusconi, Elisa; Sales, Andrea; Tonetto, Martina

C.L.A.S., University of Padua, Italy

The use of the web and social media for health promotion: a project planned and tested by students of the Degree Course in Health Assistance - University of Padua

Project of the third year students of the Degree Course in "Public and Community Health" of the Conegliano headquarter of the University of Padua. In a seminar on communication techniques and use of the web, the students, through 4 communication systems created using the web and social media (web site, Instagram and Facebook), to divide empowerment into four issues. The subjects were chosen by the students and are related to health promotion: porn revenge, travel vaccinations, a "health camp" for children and safe driving. Throughout the development of the project, content management techniques, planning, internal communication and work organization typical of a modern communication system, were applied. The four profiles have developed and are developing different communication strategies. The results consist in a constant growth of attention to profiles by the social media audience involved, thanks to suitable languages and the native skills use of the tool. This experimental project highlights the presence and use among students of skills that did not previously exist and have not yet been mapped in university curricula. Such skills, in an increasingly digital world where communication becomes increasingly pervasive, appear necessary in a modern context of health promotion.