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9 – 17 H

Scientific journalism and nutrition: needs, risks, care

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Justification:

In this day and age, so much of the information one receives about food and nutrition is transmitted by the Media. However, it is unfortunate that a great part of this information is not based on scientific knowledge and/or is misinterpreted, leading to contradictory and confusing assumptions regarding this field.

It is very often one hears about a new diet. This is a serious problem as most of these make very little sense and generally people's knowledge of nutrition facts is not strong enough to help them select which information is right for them.

The consumer, reader or communicator, health professional or patient, is faced with information from sources, such as: commercial marketing strategies, the academic and scientific world as well as from badly trained and informed pseudo-nutritionists, not to mention a mix of the above.

Furthermore, today we are in the presence of what could be called 'food utopia'; miraculous powers are attributed to certain foods, which are claimed to be a cure for all illnesses and capable of preventing or even curing the most serious disease.

Although the popularization of science aims to educate the public, it ends up leading people to be more and more lost in the face of an information cacophony.

It is clear that we must not only improve the quality of the information provided but also give the population the means to use their own judgment in terms of the origin and contents of this information.

Objectives:

- Make professionals more aware of the importance of their particular roles and the responsibility regarding the information, which is diffused by the media;
- Make researchers in the field of health and nutrition aware of the importance and necessity of the popularization of the science of nutrition and also of how everyone is involved in this process (and the fact that without scientific popularization science loses all sense);
- Help journalists realise that their activity as mediators when it comes to nutrition can have serious effects on the health of their readers and that they must be able to evaluate the importance of the messages that they provide;
- Establish the characteristics of the science of nutrition and the importance of its popularization;
- Learn how to inform oneself with so much information available, especially when one considers that results in the area of food and nutrition are linked to economic, social and political interests.

Who should attend?

Professionals responsible for the popularization of scientific information on food and nutrition (e.g., journalists, communication professionals) as well as health professionals, amongst others.

Methodology

- Discussion, practical exercises and theories;
- The reading and analysis of documents, texts, reports, etc.

Affiliated institutions

University of Paris 7
Federal University of São Paulo
FCNAUP
Verakis
Nutrociencia