



European Conference on
Health Communication
ecrea



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SOPCOM
Associação Portuguesa de
Ciências da Comunicação



Fundação
para a Ciência
e a Tecnologia

24-26 September
University of Minho | Gualtar Campus | CP2

PROGRAMME



European Conference on
Health Communication
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Braga | Portugal

24 September

17h30-18h30: Welcome desk, CP2 hall

18h00-19h00: Get-together with acoustic braguesa guitar performance by Toque Braguez and vinho verde tasting, CP2 hall

25 September

08h30-09h00: Welcome desk, CP2 hall

09h00-09h15: Opening remarks, B1 auditorium

João Sarmiento, *ICS vice-president for Internationalization and Research*
 Madalena Oliveira, *director of Communication and Society Research Center*
 Rita Araújo, *chair of the ECHC*

09h15-10h30: Keynote by Hernâni Zão Oliveira, B1 Auditorium

Knowledge transfer in health literacy: from conceptual models to the involvement of public and private organizations in the co-creation of citizen engagement solutions

10h30-11h00: Coffee-Break, CP2 hall

11h00-11h30: Posters' presentation
 Chair: Zara Pinto-Coelho, B1 auditorium

Strengthening Health Communication and Literacy Among Community Pharmacists for Dementia Care in South Asian Populations in the UK
 Abdul-Munim Bashir, University of Leicester
 Jill Newman, University of Wrexham

Drivers of vaccine mis/disinformation in the media: analysing the impact of geographical contexts
 Daniel Catalán-Matamoros, Madrid University Carlos III
 Ojonimi Alfred, Madrid University Carlos III
 Carlos Elías, Madrid University Carlos III

Health Literacy on Streaming Platforms: Comparing Posttraumatic Stress Disorder Representations in Netflix Series Unbreakable Kimmy Schmidt and 13 Reasons Why
 Filipe Barrocas Lima, Escola Superior de Comunicação Social- IPL

Information or Prejudice? News Coverage of the 2022 Monkeypox Outbreak in Portugal
 Pedro Marques Gomes, Escola Superior de Comunicação Social- IPL
 Filipe Barrocas Lima, Escola Superior de Comunicação Social- IPL

Improving the understanding of medicine information: development and validation of a uniform set of pictograms
 Sam van Hugten, Medicines Evaluation Board, the Netherlands
 Jasper-Hugo Brouwers, Medicines Evaluation Board, the Netherlands
 Sam van Kreel, Medicines Evaluation Board, the Netherlands
 Yara Mangindaan, Medicines Evaluation Board, the Netherlands
 Karolien Poels, University of Antwerp

When is it worth communicating pro-vaccination social norms? The role of calculation

Wojciech Trzebiński, SGH Warsaw School of Economics

Beata Marciniak, SGH Warsaw School of Economics

Toni Cleassens, University of Antwerp

Karolien Poels, University of Antwerp

11h30-13h00: Parallel Session 1: Health Information Seeking

Chair: Sara Atanasova, B1 auditorium

The Reciprocity of Discrete Emotions and Health Information Seeking Behaviors: An Experience Sampling Study of Individuals Affected by Acute or Chronic Health Challenges

Elena Link, Johannes Gutenberg University Mainz

Supporters in Times of Uncertainty: A Longitudinal Study of Implant Patients' HISB and Source-Specific Impact on Social Support

Tanja Fisse, Hanover University of Music, Drama and Media

Charlotte Schrimppff, Hanover University of Music, Drama and Media

Elena Link, Johannes Gutenberg University Mainz

Eva Baumann, Hanover University of Music, Drama and Media

Christoph Klimmt, Hanover University of Music, Drama and Media

Cluster analysis of user profiles in online rare disease communities reflecting their online behavior, information and support needs

Annemiek Linn, University of Amsterdam

Brandon Victor, University of Amsterdam

Who Seeks Health Information from Generative AI? Analyzing Predictors of Adoption in Four European Countries

Anne Reinhardt, LMU Munich

Jörg Matthes, University of Vienna

Selma Hodzic, University of Vienna

Jaroslava Kaňková, University of Vienna

Ljubisa Bojic, University of Belgrade

Helle T. Maindal, Aarhus University

Corina Paraschiv, Université Paris Cité

Knud Ryom, Aarhus University

AI for Health Information Seeking: How Health Literacy Shapes Individuals' AI Perception, Adoption, and Quality Assessment

Selina A. Beckmann, Johannes Gutenberg University Mainz

Elena Link, Johannes Gutenberg University Mainz

11h30-13h00: Parallel Session 2: Shared Decision-Making

Chair: Janine Brill, B2 auditorium

Shared decision making to enhance oral health

Marise Kaper, University of Groningen

Using technology to facilitate shared-decision making in a fall prevention context: A randomized controlled trial

Leonie Westerbeek, University of Amsterdam

Annemiek Linn, University of Amsterdam

Henk van Weert, University of Amsterdam

Nathalie van der Velde, University of Amsterdam

Ameen Abu-Hanna, University of Amsterdam

Stephanie Medlock, University of Amsterdam

Julia van Weert, University of Amsterdam

Packaging as a communication tool and its impact on smokers' decision-making

Ramon Martin-Guart, University of Girona
 Paloma Hidalgo, University of Malaga
 Joan Francesc Fondevila-Gascón, University of Malaga
 Óscar Gutiérrez-Aragón, University of Malaga
 Blanquerna-Ramon, Lull University, University of Girona

Clarifying Misbeliefs & Resolving Decisional Conflicts About Hydroxychloroquine (HCQ) through A Shared Decision-Making Tool (HCQ-SAFE®)

Shivani Garg, University of Wisconsin
 Patel J, University of Wisconsin
 Ferguson S, University of Wisconsin
 Chewning B, University of Wisconsin
 Gomez S, University of Wisconsin
 Keevil J, University of Wisconsin
 Gazeley D, University of Wisconsin
 Tellez-Giron P, University of Wisconsin
 Bartels CM, University of Wisconsin

Experiences and Needs of GPs in Values Clarification with Patients with Limited Health Literacy

Laura Vriese, Maastricht University
 Bart Knottnerus, Maastricht University & Nivel
 Nina Groenveld, Maastricht University & Nivel
 Jany Rademakers, Maastricht University & Nivel
 Trudy van der Weijden, Maastricht University & Nivel
 Jesse Janse, Maastricht University & Nivel

11h30-13h00: Parallel Session 3: Strategic Communication

Chair: Ana Duarte Melo, Room 0.07

From Health to Human Rights: meanings present in government publicity campaigns for National Trans Day of Visibility in Brazil

Tatiana Clébicar, Universidade dos Açores
 Kátia Lerner, Fundação Oswaldo Cruz

Contribution of Regulatory Entities to Health Literacy in Portugal and Brazil

Ana Daniele Maciel, Universidade do Minho
 Sara Balonas, Universidade do Minho

Promoting Organizational Health Literacy Through Process Standardization of Discharge Instructions

Corinne Hajjar Nicodemo, UC San Diego Health
 Michael Nies, UC San Diego Health
 Summer Xaylitdet, UC San Diego Health
 John Bell, UC San Diego Health

Empowerment or alienation? Public hospital clinics on social media

Nanna Fredheim, Kristiania University College

Importance of health communication in active aging: the case study of community pharmacies

Marta Maria Cordeiro Lopes, Universidade Lusófona

13h00-13h45: Lunch Break, CP2 hall

13h45-15h15: Panel: Collaborate to Compare: Building Bridges in International and Comparative Health Communication Research, B1 auditorium

15h15-16h45: Parallel Session 4: Artificial Intelligence in Health Communication
Chair: Annemiek Linn, B1 auditorium

Trust in AI-Generated Health Information: A Cross- National Study Across Europe

Anne Reinhardt, LMU Munich
 Jörg Matthes, University of Vienna
 Selma Hodzic, University of Vienna
 Jaroslava Kaňková, University of Vienna
 Ljubisa Bojic, University of Belgrade
 Helle T. Maindal, Aarhus University
 Corina Paraschiv, Université Paris Cité
 Knud Ryom, Université Paris Cité

Public perceptions of AI-driven decision-making in healthcare: A structural equation modeling approach

Leonie Westerbeek, University of Amsterdam
 Julia van Weert, University of Amsterdam

Predictors of Information Seeking for AI in Cancer Care: A Comparison of Cancer and AI-Specific Determinants

Magdalena Rosset, Hanover University of Music, Drama and Media
 Tanja Fisse, Hanover University of Music, Drama and Media
 Charlotte Schrimppf, Hanover University of Music, Drama and Media
 Eva Baumann Hanover University of Music, Drama and Media

Artificial Intelligence for Enhancing Literacies and Empowerment in Health Communication

Sabrina Heike Kessler, University of Zurich

Artificial Intelligence and Pseudoscience: Analyzing Bias in AI Chatbots Health Queries

Tiago Ramalho, Universidade do Minho
 Francisco Conrado Filho, Universidade do Minho

15h15-16h45: Parallel Session 5: Culture & Context
Chair: Zara Pinto-Coelho, B2 auditorium

The Double-Edged Sword? Investigating the Nonlinear Impact of Expressed Arousal on Perceived Credibility in Online Health Communication

Ksenia Eritsyan, HSE University
 Yadviga Sinyavskaya, HSE University
 Anastasia Murach, HSE University

Unlocking the Potential of Consumer Wearables: The Role of Health Literacy and Empowerment

Martijn Clarysse, Ghent University
 Lieven De Marez, Ghent University
 Koen Ponnet, Ghent University

Do natural conversations (mis-)inform cancer screening decisions? An investigation of experiences, ideas, and misinformation on an online forum

Martin Jansen, Radboud University
 Hanneke Hendriks, Radboud University
 Suzan Verberne, Leiden University
 Gert-Jan de Bruijn, University of Antwerp
 Enny Das, Radboud University

Development and Validation of an Avatar-Based Questionnaire to Measure Smoking Related Beliefs

Eline Suzanne Smit, University of Amsterdam
 Yuetong Wu, University of Amsterdam

15h15-16h45: Parallel Session 6: Risk Communication
Chair: Ana Duarte Melo, Room 0.15

(De)polarization strategies in governmental communication during public health crises

Adriana Solovei, University of Amsterdam
Julia van Weert, University of Amsterdam
Toni van der Meer, University of Amsterdam
Eline Smit, University of Amsterdam
Bas van den Putte, University of Amsterdam

Communicating risk to prevent exposure to endocrine-disrupting chemicals: co-creation of communication materials

Carina Vasconcelos Silva, Universidade Nova de Lisboa
Carla Martins, Universidade Nova de Lisboa
Cristina Godinho, Universidade Nova de Lisboa

RAPIDE: Communication with socially vulnerable groups during a pandemic

Lina van Otterdijk, Radboud University
Marina Ruiten, Radboud University
Julia van Calis, Radboud University
Tina Virtič Potočnik, Community Health Centre Ljubljana
Pietro Forghieri, Italian Academy of Primary Care
Kris Bevelander, Radboud University
Enny Das, Radboud University

Health literacy, trust and mistrust issues on the WHO facebook page in the post-COVID-19 era -

Marc D. David, Université de Sherbrooke
François Lambotte, UCLouvain

16h45-17h00: Coffee-Break, CP2 hall

17h00-18h00: ECREA's Health Communication – Business Meeting, B1 auditorium

18h00-19h00: ECREA Mentoring Program, B2 auditorium

18h00: Guided tour at Museu D. Diogo de Sousa*

19h30: Conference Dinner*, Museu D. Diogo de Sousa

** Guided Tour and Conference Dinner subject to registration and availability*

26 September

09h00-10h30: Parallel Session 7: Mental Health
Chair: Anne Reinhardt, B1 auditorium

Depression diagnostic applications for young people. A critical approach

Lorena Gomez-Puertas, Universitat Pompeu Fabra
Lara Martin Vicario, Universitat Internacional de Catalunya

Transitional Characters vs. Positive Role Models: Shaping Attitudes Toward Mental Health Promotion Through Narrative Persuasion

Magdalena Rosset, Hanover University of Music, Drama and Media
Anna Freytag, Hanover University of Music, Drama and Media
Miriam Jaspersen, Hanover University of Music, Drama and Media
Eva Baumann, Hanover University of Music, Drama and Media

Determinants of depression and their interconnectedness in three generations of migrants in the Netherlands

Nida Gizem Yilmaz, University of Amsterdam
Jeremy Casper, University of Amsterdam
Claudi Bockting, University of Amsterdam
Barbara Schouten, University of Amsterdam

The role of podcasts in mental health literacy and behavioral change

Rita Araújo, Universidade do Minho

Navigating the Skepticism: Adolescents' Perceptions of Mental Health Content on Social Media -

Clara Virós-Martín, Universitat Pompeu Fabra
Mireia Montaña-Blasco, Universitat Oberta de Catalunya
Mònika Jiménez-Morales, Universitat Pompeu Fabra

09h00-10h30: Parallel Session 8: Healthy lifestyles: Perceptions and Representations
Chair: Thomas N. Friemel, B2 auditorium

Health Literacy Towards Body Image, Eating Disorders and Social Media Among Young Adults in Bulgaria: An Exploratory Study

Andrea Tonner, University of Strathclyde
Petya Eckler, University of Strathclyde

Exploring the Role of Digitally Enhanced Fitspiration Content on Exercise

Isa Vos, University of Zurich
Thomas N. Friemel, University of Zurich

Public Perceptions of Body Positivity: Who knows, follows and supports #BoPo?

Lena Maria Küpper, University of Münster
Felix Reer, University of Münster

Who and what adolescents really see: An audience-centered approach to healthy lifestyle content on Instagram and TikTok

Michelle Möri, University of Zurich
Elena Engel, MCI The Entrepreneurial School
Isa Vos, University of Zurich
Thomas Friemel, University of Zurich

What constitutes #healthyliving on Instagram? Longitudinal content analysis of posts during 2019-2021

Petya Eckler, University of Strathclyde
Andrea Tonner, University of Strathclyde

09h00-10h30: Parallel Session 9: Health Provider-Patient Communication
Chair: Elena Link, Room 0.05

“It’s all about expectation management”: Challenges and facilitators of patient-centered communication in the context of implant treatment from the healthcare providers’ perspective

Charlotte Schrimppff, Hanover University of Music, Drama and Media

Tanja Fisse, Hanover University of Music, Drama and Media

Elena Link, Johannes Gutenberg University Mainz

Eva Baumann, Hanover University of Music, Drama and Media

Christoph Klimmt, Hanover University of Music, Drama and Media

Audio-recording Outpatient Consultations for Later Reference: Exploring the Impact on Doctor-Patient Communication and Satisfaction

Debby Damen, Tilburg University

Marjolijn Antheunis, Tilburg University

Emiel Krahmer, Tilburg University

Jan Erik Bunt, Elisabeth-TweeSteden Hospital

Physicians' and patients' perspectives on trust, communication and doctor-patient relationship outcomes in a reciprocal one-with-many design dyadic study

Marta Adrianna Błaszyk, SWPS University

Aleksandra Kroemeke, SWPS University

Relationships Between of Gaze and Instrumental and Affective Communication in Doctor-Patient Interactions: An Eye-Tracking Study

Nadine Bol, Tilburg University

Floortje van Berkel, Tilburg University

Judith Koelewijn, Tilburg University

Gijs Holleman, Tilburg University

Carla Anne Roos, Tilburg University

Hugo Aben, Elisabeth-TweeSteden Hospital

Rabia Chhangur, Tilburg University

Debby Damen, Tilburg University

Ideally on Equal Terms? Physicians’ Perception of the Physician-Patient Relationship

Rebecca Kammerer, LMU Munich

Claudia Riesmeyer, LMU Munich

10h30-11h00: Coffee-Break, CP2 hall

11h00-12h30: Panel Discussion - Literacies and Empowerment in Health Communication
Chair: Ana Melo, B1 auditorium

Duarte Vital Brito | *Portugal’s Health Plan 2030: Communication strategies for implementation*

Gustavo Tato Borges | *Navigating Uncertainty: Health Communication and Citizen Empowerment in the Pandemic*

Débora Miranda | *Turning health evidence into policy across Europe’s many voices*

12h30-13h30: Lunch Break, CP2 hall

13h30-15h00: Parallel Session 10: Social Media Discourses and Practices
 Chair: Annemiek Linn, B1 auditorium

Complementary or Competing Experts: Influencers as Sources for Health and Science Information

Benjamin K. Johnson, University of Florida

Delia Cristina Balaban, Babeş-Bolyai University

YouTube mommy influencers and medfluencers as information sources: Impact on fear of birth via childbirth self-efficacy

Femke Geusens, KU Leuven

Annick Bogaerts, KU Leuven

Alkistis Skalkido, Uppsala University

Doing pregnancy on Instagram through multimodal performances: a gendered practice?

Zara Pinto-Coelho, Universidade do Minho

The PIPA Project: A Patient-Driven Algorithm to Map Collective Wisdom in Online Rare Disease Communities

Annemiek Linn, University of Amsterdam

Kaiyang Qin, University of Amsterdam

Julia van Weert, University of Amsterdam

Enny Das, University of Amsterdam

Willeke van Roon-Mom, University of Amsterdam

Saskia Koene, University of Amsterdam

Theo Araujo, University of Amsterdam

13h30-15h00: Parallel Session 11: Migrants' access: health information and healthcare
 Chair: Rita Araújo, B2 auditorium

Health communication in the field of migration: New perspectives about the representation of refugees' and migrants' health

Christina Angeli, Aristotle University of Thessaloniki

Christos Frangonikolopoulos, Aristotle University of Thessaloniki

Healthcare providers and migrant patients' preferences of a decision-aid for language-discordant consultations: A needs assessment study

Brittany M. C. Chan, University of Amsterdam

Julia C.M. van Weert, University of Amsterdam

Jeanine Suurmond, Radboud University

Barbara C. Schouten, University of Amsterdam

Effectiveness of interpreters and other strategies for mitigating language barriers in health- and social care: A systematic review

Nida Gizem Yilmaz, University of Amsterdam

Liza G.G. van Lent, University of Amsterdam

Simone Goosen, University of Amsterdam

Jako Burgers, University of Amsterdam

Stefano Giani, University of Amsterdam

Barbara C. Schouten, University of Amsterdam

Miranda W. Langendam, University of Amsterdam

MentalHealth4All: The cross-European evaluation of a multilingual communication platform to promote access to mental healthcare for low language proficient migrants and providers

Liza GG van Lent, the MentalHealth4All Consortium, University of Amsterdam

Yuhui Olivia Chen, the MentalHealth4All Consortium, University of Amsterdam

Julia van Weert, the MentalHealth4All Consortium, University of Amsterdam

Barbara Schouten, the MentalHealth4All Consortium, University of Amsterdam

13h30-15h00: Parallel Session 12: Vaccines' Communication and Literacy
Chair: Janine Brill, Room 0.03

Social and Media Influences on COVID-19 Vaccine Hesitancy and Confidence: A Meta-Analysis

Ruobing Li, Stony Brook University
 Fuyuan Shen, Penn State University
 Michail Vafeiadis, Auburn University
 Zhihui Hou, Penn State University

Do Austrians and Slovenians “tick all the boxes”? A cross-cultural study of tick-borne encephalitis vaccination acceptance and vaccine literacy

Sara Atanasova, University of Ljubljana
 Isabell Koinig, University of Klagenfurt

Exploring bias in online vaccination content using machine learning

Lisa Vandeberg, Radboud University
 Andrea van Langerak, Radboud University
 Jonathan van 't Riet, Radboud University
 Anita Eerland, Radboud University
 Gudrun Reijnierse, Vrije Universiteit
 Damian Trilling, Vrije Universiteit

15h00-15h30: Coffee-Break, CP2 hall

15h30-17h00: Parallel Session 13: Empowering Communities and Selfcare
Chair: Julia van Weert, B1 auditorium

Hard to access, hard to understand: environmental health information from the perspective of socially disadvantaged groups

Annabell Duda, Bielefeld University
 Victoria Touzel, Bielefeld University
 Doreen Reifegerste, Bielefeld University

Uncertainty effects in health communication and the moderating role of literacy

Corine Meppelink, University of Amsterdam
 Lisa Vandeberg, Radboud University
 Aart van Stekelenburg, Radboud University

Impact of health literacy, training, and patient empowerment in the management of chronic rheumatic disease

Maria do Rosário Pinheiro da Silva, Universidade Nova de Lisboa
 Ana Margarida Barreto, Universidade Nova de Lisboa
 Helena Canhão, Universidade Nova de Lisboa

This is a good app! Empowering health app users to use a health app quality label through video instructions and the moderating role of health literacy

Emilia Pajor, University of Amsterdam
 Corine Meppelink, University of Amsterdam
 Julia van Weert, University of Amsterdam

Minimal Stories of Writing and Health: Enhancing Health Literacy and Wellbeing through Creative Health Writing

Penelope Kolovou, University of Bielefeld

15h30-17h00: Parallel Session 14: Food & Diet
Chair: Isabell Koinig, B2 auditorium

Local Voices in Food Education: How Engaged and Empowered Are Communities from the Start?

Vanessa Andrade, Escola Superior de Comunicação Social-IPL

Tatiana Nunes, Escola Superior de Comunicação Social-IPL

Sandra Pereira, Escola Superior de Comunicação Social-IPL

The effectiveness of digital nudges in promoting healthier food choices across the socioeconomic gradient

Nadine van der Waal, Tilburg University

Barbara Deleersnyder, Tilburg University

Nynke van der Laan, Tilburg University

Antecedents of dietary supplement usage intentions: on the role of empowerment in self-care

Isabell Koinig, University of Klagenfurt

Konstantinos Vasileiou, University of Patras

15h30-17h00: Parallel Session 15: Media Representations
Chair: Michelle Möri, Room 0.03

Mental health in the Greek news media: How to transcend stigma and stereotypes in the "information age"

Christina Angeli, Aristotle University of Thessaloniki

Panagiota (Naya) Kalfeli, Aristotle University of Thessaloniki

Christos Frangonikolopoulos, Aristotle University of Thessaloniki

Reception of journalistic content on euthanasia in Portugal and the United Kingdom: A comparative analysis with elite newspaper readers

Bruno Frutuoso Costa, ISCTE-IUL

Sónia F. Bernardes, ISCTE-IUL

Iñaki Garcia-Blanco, Cardiff University

Joana Azevedo, ISCTE-IUL

Alcohol Depiction in Reality TV: An Analysis of German Dating Formats

Janine Brill, Chemnitz University of Technology

Annemarie Wiedicke, Chemnitz University of Technology

Adina Bohnert, Chemnitz University of Technology

The role of journalism in health literacy: an analysis of the storytelling of three multimedia news stories

Patrícia Ascensão, Universidade Nova de Lisboa

17h00: Closing with a performance by Luís Pinto
***No such thing as silence* (Soundscape, 16 minutes)**

There is no such thing as silence, John Cage stated. Beyond the postcard images and tourist circuits, the places we inhabit hold multiple layers of information, inviting us to slow down, pay attention and keep our ears open. This is an exercise that takes us away from the hyper-reality that characterizes our society.

It's about discovering the accidental sounds of everyday life, the voices, the indecipherable or obvious marks of certain nooks and crannies. If that's possible, then let's get to know Braga by listening to its soundscape.