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Cluj-Napoca,
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UNIVERSITATEA DE MEDICINĂ
ȘI FARMACIE CLUJ-NAPOCA
BĂRBESCU BOLYAI TUDOR MATEI
BĂRBESCU BOLYAI UNIVERSITY
TRADITIO ET EXCELLENȚIA



FSPAC
Facultatea de Științe Politice, Administrative și ale Comunicării

Blended Intensive Programme

REPORTING Health



GUEST SPEAKERS

- **Vlad Mixich** – Health policy expert, Romanian Health Observatory
- **Sebastian Armean** – Psychiatrist & Clinical Pharmacology, UMF Cluj-Napoca
- **Alexandra Nistoroiu** – Health journalist, Snoop.ro
- **Emilian Popovici** – Vice-president, Romanian Society of Epidemiology

WHY JOIN?

Health journalism is no longer optional – it's essential. In a world of misinformation, young journalists and content creators play a crucial role in delivering accurate, ethical, and accessible medical information.

PROGRAMME HIGHLIGHTS

- ✓ Interactive webinars with journalists & health experts
- ✓ Workshops on fact-checking & crisis communication
- ✓ Case studies on vaccination campaigns
- ✓ Collaborative projects with doctors, researchers, NGOs & institutions



HOW TO APPLY?

Contact the Erasmus Office of your home university.

SKILLS YOU'LL GAIN

- » Medical journalism writing & reporting
- » Fact-checking & combating misinformation
- » Ethical communication in health crises
- » Collaboration with health professionals
- » Creating impactful media products (articles, infographics, reels, podcasts)

WHO CAN APPLY?

- Students in journalism, media, communication or related fields
- Strong interest in health journalism & ethics
- English proficiency (B1/B2)
- Availability for both online & on-site sessions

FINAL PROJECT

Create a digital campaign (articles, visuals, video, podcast) that informs, educates & debunks misinformation.