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Massi-care: Innovative method to communicate emerging diseases in an easy way

An important role in preventing the infectious diseases comes from competent journalist that should have the right knowledge of medical sciences. The “One Medicine Approach” is the result of the co-participation between medical doctors (MD and DVM) and the scientific community (biologist, and expert in this field) with the support of journalists that should have a proven experience in the field of the infectious diseases, and more in general, on scientific subjects. We should create a new model to deliver information that should give clear news in a simple way and with correct methodology aiming to express “final information” without any alarmism. In fact on newspapers we sometime read about scenario that could spread to media the sense of panic or that are not precisely “politically correct” with an enormous, catastrophic, impact on our society; we should instead deliver the information that it is actually important to give avoiding “just the dissemination of results to the public”. The new model MASSI-Care (Model of Acquire Scientific Specific Information on Care) would be to be a sort of method that could deliver correct information - epurated by “non-scientific surrounding” - in a proper, rigorous, way. An ideal checklist should incorporate the basic principles of medical science reporting with the journalist’s code of ethics. (Cecaro 2012)

Biography

Cecaro Massimo achieved a Master Degree in Veterinary Medicine and Specialization in the field of Public Health and Preventive Medicine. He worked as radio speaker, TV presenter and reporter for a wide range of artistic and scientific events. At the age of 24, he obtained a qualification to practice as a Journalist and in 2007 he was admitted to the National Association of Medical Press (ASMI), where he currently holds the position of National Councilor. He is Resident Member of MJA Medical Journalists' Association (London). He has been invited as Keynote speaker, mentor, chairman, Honourable Guest at International events in the field of Public Health and Safety in Canada, USA, Europe and Asia. He is also director in Italy of a prestigious Educational Centre for work safety and public health. He is actively involved in International projects to improve the role of mass-media in medical sciences, and awarded in Philadelphia, Valencia and Las Vegas with International special recognitions. He is serving as an Editorial Board Member of several reputed journals, and Editor-in-Chief in the “Occupational Medicine & Health Affairs” and in “Journal of Mass Communication & Journalism”. He is Founding Editor in Chief of “Journal of Occupational Health & Research”. He is OCM of several International Conferences in US and in Europe.

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