

Summaries

Communication in the health care organizations

(Giuseppe Noto)

This article presents some considerations about the important role of internal and external “structured” and “non-structured” communication within the health care organization. It describes and analyses several “illnesses” related to these elements which affect the organizational life and its internal and external relationships. In the second part, specific aspects of communication with patients are discussed. Key parts of this dissertation are a critical analysis of the role and placement of the communication on the building of “identity management”, and on the generation, circulation and use of knowledge inside the organization.

The crisis of communication in Intensive Care Units

(Roberto Lusardi and Stefano Tomelleri)

Intensive Care Units are among the Health Care Organizations mainly crossed in the last decade from radical transformations. Such processes of deep innovation, contribute to redefine professional practice of doctors and nurses. In our research, based on 5 focus group carried out in 2005, in 5 ICU in North Italy, we have analyzed the communicative narratives that doctors and nurses put in existence in their daily practice. Two narratives, linked to two thematic topics, emerged from the data: emotionality versus involvement and separation; decisional ambivalence versus coherence and coordination.

Mass information and the doctor-patient-others relationships. Suggestions from a research

(Sergio Manghi)

This essay is based on an empirical research on 55 doctors (Parma, Italy, 2001-2002). It focuses on the communicational uneasinesses experienced by the doctors in their social interactions with the patients, their relatives, the Health Services, the media agencies, and the others individual and social subjects constituting the healthcare context. In particular, the relationship is analyzed between such communicational uneasinesses and the representations of mass information orienting the descriptions of their own interactive experience provided by the doctors to the researchers.

The evolution of wellness magazines between market and service*(Marco Ingrosso and Mirco Peccenini)*

The topics of health and well-being had had a large diffusion on the media in Italy during the last thirty years. At first, health subjects appeared as a specific magazine type, afterwards they invaded television and today they are more and more present on internet and new media. At the moment, the different media are adding and referring each other, supported by the high interest of the public, and also by the attention of others actors of the health system. The research presented here is dedicated to analyse the recent evolution of the health magazines distributed through newspaper kiosks. The study complete a series of researches on this field carried out in a decade. The main cultural orientations of the past (preventive, naturistic-olistic, fitness and beauty) are confirmed, but many new entries appeared in the last years introducing new formats and contents. The sector is divided between the support to health practices of the citizens, on one hand, and the commercial promotion for the consumers, in particular in the field of wellness, on the other.

Medicine and well being on the web: a resesarch on Italian web sites*(Enrico Marchetti and Emanuela Spaggiari)*

On line medical information is going through a stage of great increase, proved by the steady rising number of both suppliers and users. It is a phenomenon in constant and quick development which brings up questions, first of all on the quality of information, then on sources reliability. Trying to shed light on this phenomenon, we have developed a research on 200 Italian web sites, chosen using web users common tools and, afterwards, studied with a proper analysis model. The first outcomes highlight a sensitive distinction between web sites that give medical information and those dealing with issues related to well being; the former pay a greater attention on quality and ethical and deontological aspects, while the latter are more business-oriented.

Understanding Health Literacy in modern health societies*(Ilona Kickbusch and Daniela Maag)*

A major debate in health and health promotion has always been how to balance between an approach that focuses on strengthening resources and resilience and one that focuses on problems and risks. In all these debates, education plays a major role – as a key social determinant of health or as a specific strategy – health education – to increase peoples' knowledge and skills necessary for the development and maintenance of individual and community health. More recently a new term has entered this debate: Health Literacy. Health Literacy has been receiving increased attention as a critical component for managing personal health and navigating an ever more complex health system, enabling people to act as an informed citizen in the so called emergent health society.