

TWG Health Communication

ANNUAL REPORT 2020

Management Team:

Doreen Reifegerste, Bielefeld University, Germany, doreen.reifegerste@uni-bielefeld.de

Thomas Friemel, University of Zurich, Switzerland, th.friemel@ikmz.uzh.ch

Julia van Weert, University of Amsterdam, Netherlands, J.C.M.vanWeert@uva.nl

Members:

In January 2021 the TWG Health Communication had 81 ECREA members.

Activities in 2020:

From 01 to 02 October 2020, the section held its section conference **European Conference on Health Communication (EHC)**. It was hosted by Dr. Doreen Reifegerste at the University of Erfurt and was organized as a virtual conference. More information on the program can be found at <https://www.ecrea2020braga.eu/pre-conference-ecrea-twg-health-communication/>.

For this conference we had 16 submissions which were reviewed by 11 reviewers. 10 presentations were accepted for the conference with a cut-off criteria of 30 on a scale of 50. So the acceptance rate was 62.5%. The conference had about 30 to 40 participants (unsure due to no registration was necessary).

Due to the maternity leave of our **YECREA** representative Sara Atanasova from the University of Slovenija, who we thank very much for her engagement, we were happy to welcome Maria Angélica Real Serrano from the University Carlos III of Madrid as our new YECREA representative. She is mainly responsible for our newly implemented Twitter account @HealthComEurope, where we share news about health communication research in Europe and already have 116 Followers (27 January 2021).

At the European Conference in Zurich we also held a kick-off **business meeting** with about 30 members. The plans for the TWG were discussed. The agenda was as follows:

- Review Process of the EHC2020
- First Articles of the European Journal of Health Communication
- Communication of TWG
- Conference 2021

At the EHC2020 we presented the first articles of the **European Journal of Health Communication (EJHC)** with three open access articles. More information can be found at www.ejhc.org

Future Activities:

Julia van Weert and Gert-Jan de Bruijn, together with the Health Communication division of NeFCA (Netherlands-Flanders Communication Association) are preparing a conference for the TWG Health Communication in the Netherlands on November 4 and 5 **2021**.