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Massimo Cecaro

General Secretary of Italian Medical Press, Italy

Effective health communication: MASSI-Care and one health, a new opportunity to prevent illness

CDC estimates that each year 1 in 6 Americans (about 48 million people) get sick, 128,000 are hospitalized and 3,000 die of foodborne diseases. Communication plays a fundamental role in that and we need to use an effective health communication in order to prevent foodborne illness with a new integrated model. MASSI- Care is a new method that gives opportunity to all the consumers to understand the possible hazard in an easy way. MASSI-Care is an abbreviation for (Method for Acquiring Specific Scientific Information on Care) which by using simple pictogram gives the opportunity to synthesise if a food could be safe or not for particular individuals. This new method could help consumers with specific immune problems to understand if food can be eaten without risk or not (e.g. young people, pregnant and immunosuppressed). With “One-Health concept”, physicians (MD and DVM), biologists and journalists with particular interest on medicine, could work in synergy to prevent illness simply using a shared, common, language as a way forward.

Biography

Cecaro Massimo achieved a Masters' degree in Veterinary Medicine and specialization in the field of Public Health and Preventive Medicine. He currently holds the position of General Secretary for National Association of Medical Press (ASMI). He is a resident member of MJA Medical Journalists' Association (London). He has been invited as Keynote speaker, mentor, chairman, Honorable 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 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.

massimo@cecaro.com

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