

ユニットD主催講演会
「ヘルス・コミュニケーションと環境：複雑なリンク」
(第4回グローバルCOE主催講演会)

タイトル：Health Communication and Environment: A complex link

日時：2008年3月14日(金) 16時30分～18時00分

場所：京都大学百周年時計台記念館2階 会議室Ⅲ

http://www.kyoto-u.ac.jp/access/kmap/map6r_y.htm

講演者：マルタ・ヒル＝ラクルス教授 (スペイン・サラゴサ大学)

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演者紹介：ヒル＝ラクルス教授は、1967年スペイン生まれ。1991年ヴァレンシア大学卒業、同大学院博士課程修了。1997年ヴァレンシア大学心理学博士(Ph.D.)。社会心理学専攻。1996年ヴァレンシア大学心理学部助教授、サラゴサ大学社会科学・人文科学部助教授を経て、2002年より同教授。2004年3月～5月、キャノンヨーロッパ財団からの派遣により招聘外国人学者として京都大学に滞在。現在の研究テーマは、ライフスタイル、健康の社会的決定因、社会資本と地域健康など。近著：*Psicologia Social: Un Compromiso Aplicado a la Salud (Social Psychology and Health)*, Zaragoza University Press, 2007.

講演要旨：

The importance of the links between health and environmental issues are recognized internationally. In 2005, Public and Environment Health Department from the World Health Organization published an exhaustive research evidencing how approximately one-quarter of the global disease burden is due to modifiable environment factors. These dates are even greater for children and adolescent populations. Environment risk information and education could help us to change this situation. This preventive strategy not refers only to nature of the risks, but also to the concerns, opinions or reactions of individuals to risk messages and to legal and institutional arrangements for risk management. These are topics very complex, because we do not find a unique definition or right approach to them. Health communication in relation to environment risks is approached by two ways:

- First, we will analyze the communication as a process integrated by: source of the message, message characteristics, audience and risk perception, and channel (as for example the role of mass media in the social amplification or risk).
- Second, we will pay attention to the communication planning to commitment to the community and their social agents. This strategy involves: community knowledge needs, goals and planning and evaluation.

With this talk, we will try to reflect about these barriers and social marketing opportunities and we will analyze the psychologist role.