

**HEALTH INFORMATION AND VIRTUAL MEDIA**  
**Quality of Health Information on the Internet**  
**LATIN AMERICA AND THE CARIBBEAN**

*Pan American Health Organization - PAHO/WHO*

**Conventions Center/ Centro de Convenciones**  
*Room “Salón La Oriental”*  
*Puebla - Mexico*

**Thursday May 8 – 4:00 p.m. to 8:00 p.m.**

**Congress Website:**

<http://www.crics.info/crics6/educ/?lang=en>

**Workshop website:**

<http://www.paho.org/English/DD/IKM/media-qi.htm>

**AGENDA \***

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**4:00 p.m.- 4:15p.m.**    *Registration*

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**4:15 p.m.- 4:30 p.m.**

Welcoming Remarks by Fernando Lolas, Director Regional Bioethics Program, Pan American Health Organization, PAHO/WHO

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**4:30 p.m.-5:15 p.m.**

***Quality of Health Information on the Internet – World Panorama***

- *Quality of Online Health Information: A Critical Ingredient for the Use of the Internet*  
Helga Rippen, Director, Science and Technology Policy Institute, RAND, USA
  - *Quality of Health Information on the Internet: Achievements, Lessons and the Future* Ahmad Risk, Chair of Internet Healthcare Coalition, Editor of Health Informatics Europe
  - *Infodemiology – The Epidemiology of Information*, Gunther Eysenbach, Senior Scientist, Centre for Global eHealth Innovation, Division of Medical Decision Making and Health Care Research; Toronto General Research Institute of the UHN, Editor Journal of Medical Internet Research
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**5:15 p.m.-5:30 p.m**    *Questions – Summary [ Moderator Roberto Rodrigues,*  
*Vice - President Medical Informatics Foundation]*

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**5:30 p.m.-6:15 p.m.**

***Some Developments: Topics and Challenges for Public Policies***

- *Brokering Knowledge on Population Health*, Carmen Connolly, Director Canadian Population Health Initiative, CIHI
- *E-Readiness in the Latin American Countries* Rafael Hernandez, InfoDev, World Bank
- *Population Health - Knowledge Exchange*, Barbara Krimgold, Program Manager Center for the Advancement of Health, WDC USA

- *Inter American Initiative on Social Capital, Ethics and Development and its Dissemination on the Internet*  
Francisco Gallo, Coordinator of the Initiative Online, Inter American Development Bank IADB/BID [VIDEO]
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**6:15 p.m.-6:30 p.m.**    *Questions– Summary [ Moderator Roberto Rodrigues, Vice - President Medical Informatics Foundation]*

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**6:30 p.m.-7:30 p.m.**    *Surveys and Thematic Experiences in Latin America: Mexico, Colombia, Chile*

- **Violence - Survey of Health Information websites in Colombia:** Carolina Prieto Molano, Yolanda Ruan, PAHO/WHO
  - **Spanish websites Inquiry: an Approach to Bioethics:** Sandra Herrera, Guillermo Fuentes, Carolina Valdebenito, Regional Bioethics Program , PAHO/WHO
  - **Monitoring and Disseminating Gender Information VHL:** *Hilary Anderson*, Gender Indicators - Database Online, Adriana Alves, Gender and Health Unit, PAHO/WHO
  - **Ethics and Equity in Health - Survey of Health Information websites in Mexico:** Gladys Faba, Pierre Duperval, National Institute of Public Health (Mexico) Information Center for Healthcare Decision-Making
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**7:30 p.m.-8:00 p.m.**    *Future Perspectives*

- *Knowledge Management and Technical Cooperation in Health in the XXI Century. Towards eCooperation for Health Development* by Juan Antonio Casas, Senior External Relations Officer, WHO Office at the European Union
  - *Communication contents, media and communities: between the local and the global* by Juan Antonio Casas, Senior External Relations Officer, WHO Office at the European Union
  - *Research Proposal*, Gladys Faba, National Institute of Public Health (Mexico) Director of Information Center for Healthcare Decision-Making
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**8:00 p.m.**            **Discussion and final Remarks Richard Van West-Charles, Director Information Knowledge Management Area, PAHO/WHO**

*\* Spanish-English interpretation will be available*