

FRAME Health – Fostering Resilience Against Misinformation in Health

International Training of Trainers (ToT) Report
29–30 October 2025 Perugia, Italy

Community Infodemic Management Programme (CIMP)

Project Number: 2024-2-IT02-KA210-ADU-000280006

Activity: Act. 3 – Developing a Community Infodemic Management and Health Literacy Program

Host Organisation: POT Project (Italy)

Partner Organisation: Bureau for Integration and Social Innovations – BISI (Bulgaria)

1. Introduction

As part of Activity 3 of the FRAME Health project, POT Project and BISI organised an international Training of Trainers (ToT) dedicated to the testing, validation, and improvement of the Community Infodemic Management Programme (CIMP).

The training was implemented on 29–30 October 2025 in Perugia, Italy, and represented one of the key milestones of the project. The event aimed to strengthen the competences of adult educators, community workers, journalists, health professionals, and civil society representatives in addressing health misinformation and improving health literacy through innovative educational approaches.

The ToT also served as a quality assurance mechanism for the four CIMP modules developed during the project, allowing participants to provide feedback and recommendations before their final publication in English, Italian, and Bulgarian.

2. Participant Selection Process

A transparent, inclusive, and gender-balanced participant selection process was implemented jointly by POT Project and BISl.

In line with the project's commitment to equal opportunities, non-discrimination, and diversity, both organisations identified potential participants through their professional networks established during the mapping activities, co-creation workshops, and previous collaborations with stakeholders active in health literacy, media literacy, social inclusion, migration, and adult education.

Special attention was paid to ensuring:

- Equal participation opportunities for women and men;
- Representation of different professional sectors relevant to the project;
- Inclusion of individuals working directly with vulnerable groups;
- Participation of professionals with practical experience in combating misinformation and supporting community resilience.

The original project application foresaw a minimum of 10 participants for the international training. The final number exceeded expectations, reaching 14 participants:

- 7 participants from Bulgaria;
- 7 participants from Italy.



The selected participants represented a highly diverse and multidisciplinary group, including:

- Media literacy experts;
- Journalists;
- Health professionals and doctors;
- Adult educators;
- Community and social workers;
- Experts working with migrants and vulnerable communities;
- Representatives of civil society organisations;
- Migrants actively engaged in community initiatives.

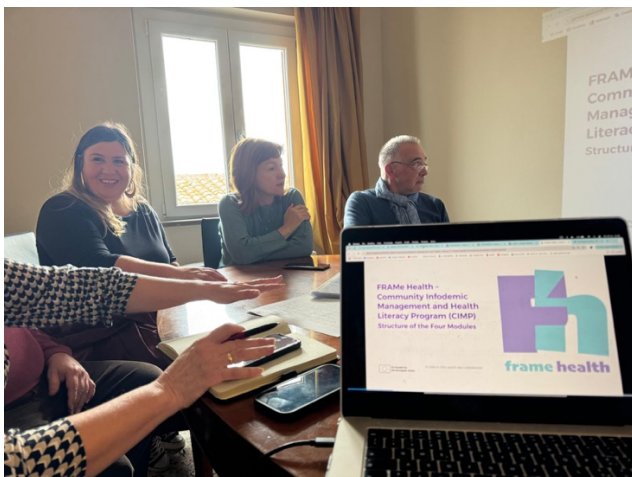
This diversity significantly enriched the discussions and ensured that the programme was evaluated from multiple perspectives and real-life experiences.

3. Training Methodology

The Training of Trainers was designed according to the principles of adult education, participatory learning, and Phenomenon-Based Learning (PhBL), which constitutes one of the core methodological foundations of the FRAME Health project.

The methodology combined:

- Expert presentations;
- Interactive discussions;
- Practical exercises;
- Group work;
- Case study analysis;
- Peer-learning activities;
- Reflection and feedback sessions.



Participants were encouraged to actively contribute throughout the training, share professional experiences, analyse real examples of health misinformation, and discuss possible educational responses applicable in their own organisations and communities.

The training environment promoted open dialogue, mutual respect, intercultural exchange, and collaborative learning.



4. Implementation of the Training

The programme was delivered over two consecutive days and covered all four modules of the Community Infodemic Management Programme (CIMP):

Module 1 – Disinformation, Infodemics and Social Media

Participants explored the mechanisms behind misinformation and disinformation, the role of social media algorithms, and practical methods for identifying and responding to misleading health content online.

Module 2 – Health Literacy for Empowered Communities

The second module focused on strengthening participants' understanding of health literacy concepts, reliable health information sources, and strategies to support informed decision-making among citizens.

Module 3 – Phenomenon-Based Learning for Adult Educators

Participants were introduced to the principles of PhBL and explored how this educational approach can be applied in health literacy initiatives and adult learning environments.

Module 4 – Working with Vulnerable Communities and Migrants

The final module addressed barriers to accessing reliable information, cultural sensitivity, trust-building, community engagement, and strategies for supporting vulnerable populations in navigating health information.

Throughout the training, participants worked in mixed international groups, encouraging cross-country learning and exchange of practices between Bulgaria and Italy.



5. Environmental Sustainability Measures

In line with Erasmus+ priorities and the project's commitment to responsible event management, environmental sustainability considerations were integrated into the implementation of the training.

The organisers adopted several environmentally friendly measures:

- Digital distribution of training materials whenever possible;
- Reduction of paper consumption;
- Use of reusable cups and catering materials;
- Avoidance of single-use plastics;
- Encouragement of sustainable local transportation options;
- Preference for locally sourced catering services and products.

Participants were informed about the project's sustainability approach and actively supported the environmentally responsible organisation of the event.

6. Evaluation and Participant Feedback

At the end of the training, participants completed an anonymous satisfaction questionnaire designed to assess:

- Relevance of the training content;
- Quality of trainers and facilitation;
- Practical usefulness of the CIMP modules;
- Learning outcomes achieved;
- Organisation and logistics of the event;
- Potential future use of the programme within participants' organisations.

Main Results

The evaluation demonstrated a very high level of participant satisfaction.

Key findings included:

- 100% of participants reported that the training objectives were clearly presented and achieved.
- 93% evaluated the overall quality of the training as "Excellent".
- 100% considered the content relevant to their professional activities.
- 93% stated that they felt more confident in addressing health misinformation after the training.
- 100% indicated that they would recommend the programme to colleagues.
- 86% expressed a strong intention to use elements of the CIMP in future educational, community, or professional activities.

The feedback collected at the end of the training highlighted a very high level of participant satisfaction. Participants particularly valued the practical and hands-on nature of the programme, which allowed them to immediately connect the concepts discussed with their own professional and community contexts. The combination of health literacy and media literacy perspectives was widely appreciated, as it provided a comprehensive understanding of how misinformation spreads and how communities can build resilience against it.

The international dimension of the training was also considered one of its strongest aspects. Bringing together participants from Bulgaria and Italy created a rich environment for peer learning, enabling the exchange of experiences, challenges, and good practices from different national contexts. Many participants emphasized that the multidisciplinary composition of the group—bringing together educators, journalists, health professionals, social workers, migrant representatives, and media literacy experts—greatly enriched the discussions and encouraged a broader understanding of the phenomenon of health misinformation.

Particular appreciation was expressed for the dedicated focus on vulnerable communities, including migrants and older adults, and for the practical strategies presented to improve access to reliable information and strengthen community engagement. Participants also recognised the value of the Phenomenon-Based Learning (PhBL) approach, noting its potential to create more participatory, learner-centred, and impactful educational activities.

Beyond the positive evaluation of the training itself, participants actively contributed to the quality assurance process of the Community Infodemic Management Programme. Through discussions, feedback sessions, and the final evaluation questionnaire, they provided a number of constructive recommendations regarding the content, structure, and practical application of the modules. These suggestions were carefully reviewed by the project partners and incorporated into the final revision of the CIMP, further enhancing its relevance, accessibility, and usability for future users.

7. Key Outcomes

The Training of Trainers successfully achieved its objectives and generated several important outcomes:

- Validation of all four CIMP modules by an international group of experts and practitioners;
- Strengthened competences of adult educators and community workers in health literacy and misinformation management;
- Increased understanding of the relationship between health literacy, digital literacy, and community resilience;
- Improved capacity of participants to design inclusive educational activities;
- Enhanced cooperation between Italian and Bulgarian stakeholders;
- Collection of practical recommendations for improving the final version of the programme;
- Creation of new professional connections and opportunities for future collaboration.

8. Conclusion

The FRAMe Health International Training of Trainers represented a significant step in achieving the project's objectives of strengthening resilience against health misinformation and improving health literacy among vulnerable communities.

By bringing together professionals from different sectors and countries, the event created a unique learning environment that combined expertise, practical experience, and intercultural dialogue.

The positive evaluation results confirmed the relevance, quality, and applicability of the Community Infodemic Management Programme. Feedback collected during the event contributed directly to the refinement of the training materials before their final publication and dissemination.

The ToT therefore successfully fulfilled its dual role as both a capacity-building activity and a quality assurance mechanism, ensuring that the final CIMP responds effectively to the needs of educators, community workers, and citizens across different contexts.

Annexes

Annex 1 – Training Agenda

Annex 2 – Certificate of Participation Template

FRAMe Health

International Training of Trainers (ToT)

Community Infodemic Management Programme
(CIMP)

29-30 OCTOBER
PERUGIA



Trainers

POT Project & BISI Team

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Numero del progetto 2024-2-IT02-KA210-ADU-000280006

DAY 1 – Understanding Infodemics and Building Health Literacy

09:00 – 09:30 | Registration and Welcome Coffee

Arrival of participants, registration, networking.

1

2

09:30 – 10:00 | Opening Session

- Welcome by POT Project
- Presentation of FRAMe Health project
- Objectives of the ToT
- Introduction of participants and expectations

3

10:00 – 11:30 | Module 1 – Disinformation, Infodemics and Social Media

Facilitator: BISI

Topics:

- Understanding misinformation, disinformation and malinformation
- The concept of infodemic
- Why health misinformation spreads
- Algorithms, echo chambers and social media dynamics
- Fact-checking strategies and verification tools

Interactive activity:

- Analysis of real health-related social media posts
- Group discussion on risks and responses

4

11:30 – 11:45 | Coffee Break

5

11:45 – 13:00 | Practical Workshop – Detecting and Responding to Health Misinformation

Participants work in mixed Italian–Bulgarian groups to:

- Identify manipulation techniques
- Evaluate information sources
- Design community responses

6

13:00 – 14:00 | Lunch Break

DAY 1 (continued) – Module 2: Health Literacy for Empowered Communities

1

14:00 – 15:30 | Module 2 – Health
Literacy for Empowered Communities

Facilitator: POT Project

Topics:

- What is Health Literacy?
- Accessing reliable health information
- Understanding health systems and patient rights
- Digital health information and online services
- Inclusive communication in health education

2

15:30 – 15:45 | Coffee Break

3

15:45 – 17:15 | Practical Workshop –
Navigating Health Information

Activities:

- Evaluating trustworthy health resources
- Understanding online health information
- Developing simple community health literacy actions

4

17:15 – 17:30 | Reflection and Day 1
Wrap-up

Participants complete short reflection cards and provide first feedback.



DAY 2 – Educational Approaches and Community Engagement

09:30 – 10:00 | Welcome Coffee and Recap of Day 1

1

2

10:00 – 11:30 | **Module 3 – Phenomenon-Based Learning (PhBL) for Adult Educators**

Facilitator: POT Project

Topics:

- Principles of Phenomenon-Based Learning
- Applying PhBL to health literacy
- Learner-centred and experiential learning
- Co-creation and community engagement
- Designing inclusive learning pathways

Interactive activity:

- Designing a PhBL session on a health misinformation topic

11:30 – 11:45 | Coffee Break

3

4

11:45 – 13:00 | **Practical Workshop – Developing Community Learning Activities**

Participants create:

- Learning objectives
- Practical exercises
- Community-based learning scenarios

13:00 – 14:00 | Lunch Break

5

DAY 2 (continued) – Module 4: Working with Vulnerable Communities and Migrants



1

14:00 – 15:30 | Module 4 – Working with Vulnerable Communities and Migrants

Facilitator: BISI

Topics:

- Vulnerability and epistemic injustice
- Cultural sensitivity and trust-building
- Health communication for migrants and vulnerable groups
- Barriers to accessing information and healthcare
- Community mediation and outreach approaches

2

15:30 – 15:45 | Coffee Break

3

15:45 – 16:45 | Validation Session – Testing the CIMP

Participants evaluate:

- Relevance of modules
- Practical usefulness
- Transferability to their organisations
- Suggestions for improvement

Methods:

- World Café
- Feedback forms
- Group discussion

Closing Session

16.:45 – 17:30

01

Key Learning Outcomes

Reflection on the main insights and competences developed across both days of the Training of Trainers.

03

Final Evaluation Questionnaire

Participants complete the final evaluation form to provide comprehensive feedback on the overall programme.

02

Certificates of Participation

Formal recognition of participants' engagement and completion of the FRAMe Health ToT programme.

04

Closing Remarks

Final words from the POT Project and BISI teams, acknowledging contributions and looking ahead to next steps.

Expected Outputs of the ToT



Validation of the 4 CIMP Modules

Formal validation of all four modules of the Community Infodemic Management Programme.



Collection of Participant Feedback

Collection of participant feedback for final revisions to the CIMP.



Strengthened Competences

Strengthened competences of adult educators and community workers in infodemic management.



Improved Capacity

Improved capacity to address health misinformation and infodemics at community level.



International Networking

International networking among Italian and Bulgarian practitioners in health literacy and community education.



Recommendations for Final Publication

Recommendations for final publication of the CIMP in EN, IT and BG.



Co-funded by
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CERTIFICATE OF ATTENDANCE

this certifies that

HAS SUCCESSFULLY PARTICIPATED IN THE **TRAINING OF TRAINERS**

PART OF THE PROJECT **“FRAME Health: Fostering Resilience Against
Misinformation in Health”**

PROJECT NUMBER:2024-2-IT02-KA210-ADU-000280006

HELD IN PERUGIA (ITALY) FROM OCTOBER 29th to 30th, 2025.

During the training workshop, the participant acquired and strengthened the following competences:

- Understanding of health literacy, infodemics, misinformation, and disinformation in digital environments.
- Ability to critically assess health-related information and identify reliable, evidence-based sources.
- Practical skills in detecting, analysing, and responding to misleading health information shared through social media and online platforms.
- Knowledge of strategies for promoting health literacy, critical thinking, and informed decision-making within communities.
- Capacity to apply Phenomenon-Based Learning (PhBL) methodologies in adult education and health literacy initiatives.
- Increased awareness of the challenges faced by vulnerable groups in accessing trustworthy health information and services.
- Enhanced ability to design and facilitate inclusive educational activities that strengthen community resilience against health misinformation.

Workshop Total Duration: 12 training hours
Trainers: Mariya Borisova, Denitsa Lozanova, Fabrizio Troccoli

POT PROJECT

A handwritten signature in black ink, appearing to read 'Maria Borisova'.

