

FRAMe Health – Fostering Resilience Against Misinformation in Health

Final Dissemination Event Report

“Disinformazione & Salute”

Fake News, Social Media and Well-being in the Digital Era

22 March 2026 Perugia, Italy

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

Activity: Act. 4 – Act. 4. Capacity building for partners and peers: dissemination, exploitation, and communication

Organisation: POT Project (Italy)

Venue: POP UP Literary Café, Piazza Birago, Perugia, Italy

Number of Participants: 30

1. Introduction

On 22 March 2026, POT Project organised the final dissemination event of the FRAME Health project entitled “**Disinformazione & Salute – Fake News, Social Media and Well-being in the Digital Era.**” The event represented the final public activity of the project and aimed to present its main results while raising awareness among citizens about the growing impact of misinformation on health, well-being, and everyday decision-making.

The event brought together citizens, parents, educators, journalists, healthcare professionals, and members of the local community in an informal and welcoming environment designed to encourage dialogue, participation, and knowledge sharing.

A total of 30 participants attended the event.



2. Selection of Venue and Community Outreach

The event was hosted at the POP UP Literary Café in Piazza Birago, one of the most vibrant and multicultural areas of Perugia.

The venue was carefully selected because of its strategic location within the local community. POP UP is a well-known cultural space frequently used for public debates, literary events, educational activities, and community gatherings. Its location directly in front of the Giovanni Cena Primary School made it particularly suitable for reaching families and parents, one of the target groups most exposed to the challenges of online misinformation.

Every afternoon, Piazza Birago becomes a natural meeting point where parents wait for their children after school and where families spend time together in an informal setting. Organising the dissemination event in this environment significantly increased accessibility and encouraged participation from citizens who might not normally attend a more formal conference or institutional meeting.

The choice of venue therefore contributed directly to the project's objective of bringing discussions about health literacy and misinformation closer to everyday community life.



3. Promotion and Participant Engagement

The event was promoted through a combination of online and offline dissemination activities.

POT Project designed and distributed dedicated posters and promotional materials throughout the city of Perugia, particularly in community spaces, cultural venues, educational settings, and neighbourhood gathering points.

In parallel, information about the event was circulated through:

- WhatsApp community groups;
- Parent networks;
- Journalists' professional groups;
- Local cultural organisations;
- Social media channels managed by POT Project;
- Facebook and Instagram posts and stories;
- Existing Erasmus+ and community-development networks.

This combination of community-based communication and digital dissemination helped attract a diverse audience and ensured strong local participation.



4. Speakers and Expert Contributions

The speakers were carefully selected to represent complementary professional perspectives and provide participants with a multidisciplinary understanding of misinformation and health literacy. Each speaker brought specific expertise while also sharing personal experiences related to misinformation, information verification, and public communication.



Dr. Cristina Raiola

Specialist in Anaesthesia, Intensive Care and Critical Care Medicine

Dr. Raiola addressed the topic of health misinformation and self-medication, exploring how the growing circulation of unreliable health information can contribute to mistrust in healthcare systems and lead individuals to adopt potentially dangerous behaviours. Drawing on her professional experience in the healthcare sector, she discussed concrete examples of misinformation affecting patients and highlighted the importance of consulting qualified medical sources.

Giulia Cencetti

Health and Social Communication Consultant

Giulia Cencetti focused on the mechanisms through which misinformation spreads in society, describing it as a form of “contagion” capable of influencing attitudes, behaviours, and public perceptions. Her contribution explored the role of communication in shaping health-related beliefs and provided practical advice on how citizens can better evaluate information encountered online.

Maurizio Troccoli

Journalist and Director of Umbria24

Maurizio Troccoli offered the perspective of professional journalism, discussing the responsibility of media organisations in producing reliable information and explaining how journalists verify sources before publishing news. Through examples taken from his professional experience, he illustrated the risks associated with oversimplification, sensationalism, and the rapid spread of false information. Participants were introduced to practical verification techniques and encouraged to adopt a more critical approach when consuming online content.

5. Discussion Topics

The event addressed several themes closely connected to the objectives of the FRAME Health project:

- Health misinformation and fake news;
- Social media and information consumption;
- Online self-diagnosis and self-medication;
- Trust in healthcare professionals and institutions;
- Critical evaluation of information sources;
- Digital well-being and informed decision-making;
- The influence of algorithms on information exposure;
- Practical strategies for identifying reliable information.

Particular attention was dedicated to explaining how social media algorithms influence the content users see online. Speakers demonstrated how algorithms often reinforce existing beliefs by repeatedly exposing individuals to similar content, creating so-called “information bubbles” that can facilitate the spread of misinformation and reduce exposure to alternative viewpoints.

Participants were encouraged to reflect on their own online habits and discuss practical ways to diversify information sources and verify health-related content.

6. Participant Interaction and Community Dialogue

The event was designed as an interactive discussion rather than a traditional conference.

Following the presentations, participants actively engaged in a question-and-answer session during which they shared personal experiences, concerns, and examples of misinformation encountered online.

Several participants discussed experiences related to:

- Health information shared through social media;
- Misleading medical advice circulated through messaging applications;
- Difficulties in distinguishing reliable from unreliable sources;
- The role of family members and peer groups in spreading information.

The open and informal atmosphere encouraged active participation and facilitated meaningful dialogue between citizens and experts.



7. Family-Friendly and Inclusive Approach

Particular attention was paid to ensuring accessibility and inclusiveness.

Recognising the family-oriented nature of the venue and the presence of many parents, POT Project organised a parallel activity for children attending the event with their families.

During the workshop, children were provided with drawing materials, colouring sheets, paper, and creative activities supervised by members of the organising team. This allowed parents to fully participate in the discussions while ensuring that children remained engaged in a safe and welcoming environment.

The event therefore successfully removed a common barrier to participation for parents and contributed to creating an inclusive atmosphere for families.



8. Networking and Informal Exchange

Following the formal part of the event, POT Project organised a community aperitif for adults and a snack session for children, as announced in the event invitation.

This informal networking moment provided additional opportunities for participants to interact with speakers, exchange experiences, discuss project results, and establish new community connections.

The convivial atmosphere encouraged continued discussions about misinformation, digital literacy, and health literacy beyond the formal presentations.



9. Conclusions

The final dissemination event successfully achieved its objectives of presenting the results of the FRAME Health project while promoting public awareness of the challenges posed by health misinformation in contemporary digital environments.

The combination of expert contributions, community dialogue, practical examples, and family-friendly activities created a highly engaging and accessible event that attracted a diverse audience from the local community.

By bringing together healthcare expertise, communication professionals, journalists, parents, and citizens, the event reflected the multidisciplinary approach promoted throughout the FRAMe Health project and contributed to strengthening participants' ability to critically evaluate information and make informed health-related decisions.

The positive participation rate, active audience engagement, and strong community atmosphere confirmed the relevance of the topic and demonstrated the importance of continuing efforts to promote health literacy and resilience against misinformation at local and European levels.

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