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MAPPING REPORT

ITALY

HEALTH LITERACY RESOURCES AND SURVEY ANALYSIS

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Introduction

This report was developed within the Erasmus+ project FRAMe Health – Fostering Resilience Against Misinformation in Health, which aims to strengthen health literacy and improve citizens' ability to recognize and respond to health-related misinformation.

In today's digital environment, people are exposed to an enormous amount of health information through websites, social media, messaging applications, and traditional media. While access to information has increased, so has the spread of misinformation and misleading health advice, making it increasingly difficult for citizens to identify reliable sources and make informed decisions about their health.

Health literacy plays a crucial role in addressing these challenges. It refers not only to the ability to access health information, but also to understand, evaluate, and use it effectively in everyday life. Higher levels of health literacy are associated with healthier lifestyles, greater participation in prevention and screening programmes, and improved health outcomes.

As part of Activity 1 of the FRAMe Health project, this report combines two complementary elements: a mapping of health literacy resources, initiatives, campaigns, and stakeholders in Italy, and a survey exploring the health and information needs of Italian adults.

The survey, conducted among 52 respondents from different regions of Italy, aimed to better understand how people access health information, whom they trust, how they respond to health messages, and how they deal with misinformation. The results provide valuable insights into current knowledge, behaviours, and learning needs.

Together, the mapping and survey findings offer an overview of the Italian health literacy landscape and will support the development of future FRAMe Health training materials and educational activities aimed at strengthening resilience against health misinformation.

Background for Italy

Health literacy is increasingly recognized as a key determinant of health and well-being. It influences people's ability to access, understand, evaluate, and use health information to make informed decisions about prevention, treatment, and healthy lifestyles.

Italy benefits from a universal healthcare system, yet several challenges continue to affect citizens' ability to effectively navigate health information and services. According to the Italian National Institute of Statistics (ISTAT, Demographic Indicators 2024), people aged 65 and over represent approximately 24% of the Italian population, making Italy one of the oldest countries in Europe. This demographic trend increases the importance of health literacy, as older adults are more likely to live with chronic conditions and require regular interaction with healthcare services.

Chronic diseases remain the leading cause of mortality in Italy. According to the OECD/European Observatory on Health Systems and Policies – Italy Country Health Profile 2023, cardiovascular diseases account for approximately 30% of all deaths, while cancers are responsible for around 25%. Effective prevention, early diagnosis, and informed health behaviours are therefore essential to reducing avoidable illness and mortality.



Despite the availability of preventive services through the National Health Service, participation in prevention programmes remains uneven. The Italian Ministry of Health, through the National Prevention Plan, continues to highlight the need to improve citizens' participation in screening programmes and preventive examinations, particularly among vulnerable groups and populations with lower health literacy levels.

The COVID-19 pandemic highlighted the importance of health literacy and exposed significant challenges related to public communication. During the pandemic, citizens were confronted with an overwhelming volume of information distributed through traditional media, websites, social media platforms, and messaging applications. According to the Italian Digital Media Observatory (IDMO, 2023), health-related misinformation became one of the most widespread categories of false information circulating online, contributing to uncertainty, vaccine hesitancy, and declining trust in institutions among some population groups.

Digital technologies have transformed how people access health information. According to ISTAT's Citizens and ICT Survey 2024, more than 80% of Italians regularly use the internet, but significant disparities remain among older adults and people with lower levels of education. While digital tools provide valuable opportunities for accessing information and healthcare services, they also increase exposure to unreliable sources and misleading content.

Recent findings from the Health Literacy Survey HLS19 Italy, coordinated by the Istituto Superiore di Sanità (ISS), indicate that a substantial proportion of adults experience difficulties in understanding health information, navigating healthcare services, and evaluating the reliability of information sources. These difficulties are particularly evident among older adults, people with lower socioeconomic status, and socially vulnerable groups.

These challenges underline the need for initiatives that strengthen both health literacy and critical thinking skills. Improving citizens' ability to understand health information, recognize misinformation, and make informed choices is essential for promoting healthier communities and supporting the long-term sustainability of public health systems.

In this context, the FRAMe Health project seeks to contribute to a more informed and resilient society by exploring the relationship between health information, misinformation, and community well-being, while supporting adult educators and citizens in developing the competences needed to navigate today's increasingly complex information environment.

Project FRAME – a framework for countering disinformation

This report and the survey have been prepared within the framework of the **FRAME project**, which is dedicated to the challenge of the so-called "*infodemic*". In the age of social media, societies are flooded with a huge amount of information, some of which is misleading or outright false. Myths and false "healing" practices can cost lives, especially when they affect chronic diseases or epidemic crises.

FRAME aims to increase the health literacy of vulnerable adults by increasing their knowledge and equipping them with skills to tackle disinformation. The project stimulates disinformation-resistant behaviour and promotes digital preparedness and well-being.

Through the Community Infodemic Management Program, FRAME also seeks a systemic impact on adult education institutions in Italy and Bulgaria by improving the competences of educators to apply innovative health literacy training methodologies in a digital environment.

Specific objectives of FRAME

- Explore the relationship between exposure to health disinformation and the impact on the well-being of vulnerable communities.
- Improving the skills and knowledge of adult educators to counter disinformation through health literacy education.
- Supporting mutual learning and reducing 'epistemic injustice' towards target groups through community-led learning.
- Promoting shared European values and community-based civic participation.
- Strengthening multilateral transnational cooperation to tackle health disinformation.

CATALOG OF HEALTH LITERACY RESOURCES

1. Prevention and screening

1. Ministry of Health – Prevention Portal

<https://www.salute.gov.it>

- Resources: National prevention plans, screening programmes, vaccination campaigns, information materials.
- Topics: Cancer screening, cardiovascular disease prevention, vaccinations, healthy lifestyles.
- Strength: Official and authoritative source.
- Weakness: Information can be complex for citizens with lower health literacy.

2. Istituto Superiore di Sanità (ISS) – Epicentro

<https://www.epicentro.iss.it>

- Resources: Fact sheets, reports, infographics, public health updates.
- Topics: Vaccinations, chronic diseases, healthy ageing, infectious diseases, mental health.
- Strength: Evidence-based information produced by Italy's leading public health institution.
- Weakness: Some materials are written primarily for professionals.

3. National Screening Observatory (ONS)

<https://www.osservatorionazionale screening.it>

- Resources: Information on organised screening programmes.
- Topics: Breast cancer, cervical cancer, colorectal cancer.
- Strength: Dedicated focus on prevention and early diagnosis.
- Weakness: Limited public awareness outside healthcare professionals.

2. Healthy Living and Behavioural Change

4. Guadagnare Salute

<https://www.guadagnaresalute.it>

- Resources: Educational campaigns and practical advice.
- Topics: Healthy eating, physical activity, smoking prevention, alcohol reduction.
- Strength: Uses accessible language and practical recommendations.
- Weakness: Limited use of interactive digital tools.

5. OKkio alla Salute

<https://www.epicentro.iss.it/okkioallasalute>

- Resources: Reports and educational materials.
- Topics: Nutrition, childhood obesity, physical activity.
- Strength: Based on long-term national monitoring data.
- Weakness: Mainly focused on children and families.

6. Fondazione Umberto Veronesi

<https://www.fondazioneveronesi.it>

- Resources: Articles, videos, educational campaigns.
- Topics: Cancer prevention, nutrition, healthy lifestyles.
- Strength: Strong communication approach and high public visibility.
- Weakness: Focus mainly on oncology and prevention.

3. Emergency Response and First Aid

7. Italian Red Cross (Croce Rossa Italiana)

<https://www.cri.it>

- Resources: First aid courses, manuals, awareness campaigns.
- Topics: Emergency response, CPR, accidents, disaster preparedness.
- Strength: Practical training opportunities available nationwide.
- Weakness: Many resources require participation in local courses.

4. Health Information and Digital Health Literacy

8. Health Literacy Survey Italy (HLS19)

<https://www.cuore.iss.it>

- Resources: Research reports and health literacy studies.
- Topics: Health literacy, healthcare navigation, prevention.
- Strength: Provides evidence on health literacy levels in Italy.
- Weakness: Research-oriented rather than educational.

9. Dottore, ma è vero?

<https://www.dottoremaeveroche.it>

- Resources: Fact-checking articles reviewed by medical experts.
- Topics: Fake health news, prevention, treatments, vaccines.
- Strength: Specifically designed to counter health misinformation.
- Weakness: Relatively limited public visibility compared to mainstream media.

5. Misinformation and Fact-Checking

10. Italian Digital Media Observatory (IDMO)

<https://www.idmo.it>

- Resources: Reports, fact-checking initiatives, educational resources.
- Topics: Disinformation, media literacy, digital literacy.
- Strength: National reference point for monitoring misinformation.
- Weakness: Content may be more relevant for educators and researchers than the general public.

11. Facta

<https://www.facta.news>

- Resources: Fact-checking articles and investigations.
- Topics: Health misinformation, science communication, online disinformation.
- Strength: Independent and evidence-based verification process.
- Weakness: Requires good reading and digital skills.

6. Vulnerable Groups and Community-Based Health Literacy

12. National Institute for Health, Migration and Poverty (INMP)

<https://www.inmp.it>

- Resources: Multilingual information materials and community programmes.
- Topics: Migrant health, access to healthcare services, health promotion.
- Strength: Strong focus on vulnerable communities and health equity.
- Weakness: Limited visibility outside specialised sectors.

13. Health Mediation Programmes and Community Health Services

(Regional and local initiatives)

- Resources: Community outreach, translated materials, health mediation.
- Topics: Access to healthcare, prevention, vulnerable populations.
- Strength: Direct support for hard-to-reach groups.
- Weakness: Availability varies significantly across regions.

CAMPAIGNS AND SCREENING PROGRAMS (2024–2025)

During 2024–2025, Italy continued to implement a wide range of national and regional prevention campaigns aimed at improving public awareness, increasing participation in screening programmes, and promoting healthier lifestyles. The effectiveness of these initiatives is closely linked to citizens' health literacy levels, as understanding health information and trusting reliable sources are essential for participation and behavioural change.

Oncological Diseases

1.1. National Breast Cancer Screening Programme

- Organizer: Italian National Health Service (SSN), Regional Health Authorities, Ministry of Health.
- Scope: Free mammography screening for women aged 50–69, with some regions extending coverage to women aged 45–74.
- Objectives: Early detection of breast cancer and reduction of mortality.
- Link to Health Literacy: Participation depends heavily on understanding the benefits of early diagnosis and overcoming fears associated with screening procedures. Clear communication and targeted awareness campaigns contribute significantly to programme effectiveness.

1.2. Cervical Cancer Screening and HPV Prevention

- Organizer: Ministry of Health, Regional Health Services.
- Scope: HPV testing and cervical screening programmes offered free of charge to eligible women.
- Objectives: Prevention and early detection of cervical cancer.
- Link to Health Literacy: Successful participation requires awareness of HPV, understanding of cancer prevention strategies, and confidence in preventive healthcare services.

1.3. Colorectal Cancer Screening Programme

- Organizer: National Health Service and Regional Authorities.
- Scope: Free faecal occult blood tests and follow-up examinations for eligible age groups.
- Objectives: Early detection of colorectal cancer.
- Link to Health Literacy: The programme demonstrates how simple and accessible screening methods can encourage participation when accompanied by effective public information campaigns.

Cardiovascular Diseases

2.1. World Heart Day and National Cardiovascular Prevention Campaigns

- Organizer: Italian Heart Foundation, Ministry of Health, scientific societies.
- Scope: Public awareness events, free health checks, educational materials, and media campaigns.
- Objectives: Prevention of hypertension, heart disease, and stroke.
- Link to Health Literacy: Campaigns emphasize understanding cardiovascular risk factors, healthy lifestyles, and the importance of regular monitoring of blood pressure and cholesterol levels.

2.2. Stroke Awareness Initiatives

- Organizer: Italian Stroke Association (A.L.I.Ce. Italia OdV) and healthcare partners.
- Scope: Awareness campaigns focused on recognizing stroke symptoms and promoting rapid emergency response.
- Objectives: Increase public knowledge of stroke warning signs and improve emergency response times.
- Link to Health Literacy: These campaigns help citizens develop practical competences that can directly save lives through early recognition and timely intervention.

Neurodegenerative Diseases

3.1. Alzheimer's and Dementia Awareness Campaigns

- Organizer: Alzheimer's associations, Ministry of Health, regional healthcare services.
- Scope: National awareness days, educational events, support programmes for caregivers.
- Objectives: Increase awareness of dementia symptoms and reduce stigma.
- Link to Health Literacy: These initiatives improve understanding of cognitive decline and encourage families to seek professional support at earlier stages.

3.2. World Alzheimer's Month

- Scope: Public information campaigns, conferences, community events, and media outreach activities.
- Objectives: Promote awareness, early recognition, and support for people living with dementia.
- Link to Health Literacy: Encourages informed decision-making and greater understanding of neurodegenerative diseases among the general population.

Infectious Diseases

4.1. Influenza Vaccination Campaigns

- Organizer: Ministry of Health and Regional Health Authorities.
- Scope: Annual vaccination campaigns targeting older adults, healthcare workers, and vulnerable groups.
- Objectives: Increase vaccination coverage and reduce complications associated with seasonal influenza.
- Link to Health Literacy: Vaccination uptake is strongly influenced by citizens' ability to access reliable information and distinguish scientific evidence from misinformation.

4.2. HPV Vaccination Campaigns

- Organizer: Ministry of Health, Regional Health Services.
- Scope: Free vaccination programmes for adolescents and targeted awareness campaigns.
- Objectives: Prevent HPV-related diseases and cancers.
- Link to Health Literacy: Requires clear communication about vaccine safety, effectiveness, and long-term health benefits.

RESULTS OF A SURVEY AMONG 50 CITIZENS

The survey, distributed nationwide, involved 52 adults from different Italian regions, with the aim of exploring not only theoretical knowledge but also daily habits, trust in sources, and difficulties in understanding health information. The questionnaire addressed key topics: the relationship with the healthcare system, the ability to understand medical language, knowledge of symptoms and chronic diseases, attitudes toward vaccines, exposure to misinformation, and learning preferences.

The results depict a complex reality: a population that is on average educated and culturally active, but not always able to translate knowledge into action. Many Italian adults report being informed about health but do not know precisely which preventive checks to carry out, how to react in emergencies, or how to distinguish reliable information from false content.

Participant Profile

The Italian sample mainly consists of middle-aged adults: 46.2% are between 45 and 59 years old and 32.7% between 30 and 44. The presence of people over 60 (19.2%) adds an important perspective, representing a group with more experience with healthcare but less familiarity with the digital world. Only 1.9% of participants are under 30, confirming that the survey mainly reached an adult and mature audience, the primary target group of the project.

From a gender perspective, women represent 63.5% of respondents, while men account for 36.5%. This confirms a trend already observed in other studies: women participate more actively in health-related initiatives, are more likely to seek information, and often take on the role of caregivers within families. Men, on the other hand, show lower engagement and tend to consult a doctor only when necessary—a behavior that the FRAME Health project aims to address by promoting greater male participation in prevention and information practices.

The level of education is high: over half of participants (53.8%) hold a university degree, 38.5% have a high school diploma, and only 7.7% have no formal qualification. 80.8% are employed, 13.5% are retired, and 3.8% are unemployed. This profile highlights an active, well-educated group with access to information. However, as the results show, formal education does not necessarily guarantee good health literacy, understood as the ability to interpret, evaluate, and correctly use health information.

Relationship with the Healthcare System

Question: “How often do you consult a doctor or health professional?”

The responses outline a significant picture of healthcare culture in Italy. The majority of participants (46.2%) report consulting a doctor only when they feel unwell, while 34.6% do so exclusively in emergencies. Only 7.7% state that they undergo regular check-ups, and 11.5% visit a doctor “rarely.”

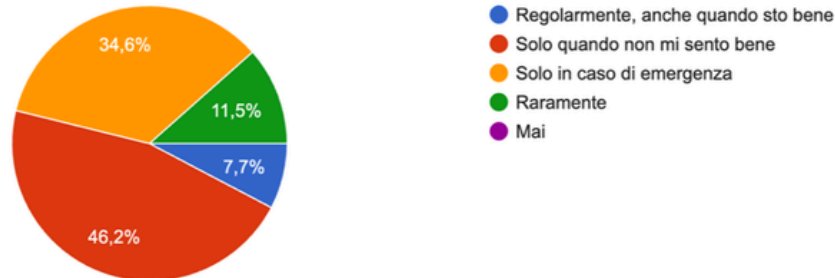
These data reveal a predominantly reactive behavior, where access to healthcare services occurs only after a problem arises, rather than in a preventive manner. In other words, health is perceived as something to “fix” rather than to “maintain.”

This attitude reflects a typically Italian cultural characteristic: strong trust in the doctor as a “savior,” but limited habit of planning regular check-ups in the absence of symptoms. While deeply rooted, this model is not sustainable in a society where chronic diseases—diabetes, hypertension, cardiovascular conditions—are increasing and where prevention could significantly reduce healthcare costs and improve quality of life.

For this reason, one of the main challenges of FRAMe Health will be to transform a reactive culture into a preventive one, promoting practical tools—such as self-monitoring sheets, digital reminders, or community campaigns—that help adults view medical visits as continuous care rather than occasional events.

5. Quanto spesso ti rivolgi a un medico o a un professionista della salute?

52 risposte



Sources of Health Information

Question: “Where do you usually get health information?”

Doctors and nurses remain the most cited sources (61.5%), but one quarter of participants (25%) report mainly relying on the internet. Personal networks—friends, relatives, and colleagues—are indicated by 11.5%, while traditional media (television, newspapers, radio) are now marginal (1.9%).

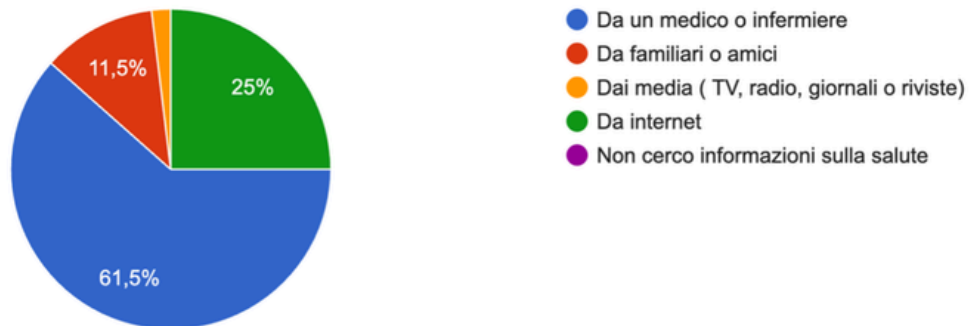
This shift from a vertical information system—where medical authority represented the only source of truth—to a horizontal ecosystem dominated by the web and social media is one of the most profound transformations of our time.

On one hand, the internet offers enormous opportunities for democratic access to knowledge: people can find explanations, compare symptoms, and learn about treatments and healthy lifestyles. On the other hand, the lack of filters and the spread of sensationalist or pseudoscientific content make the digital environment fertile ground for misinformation.

Many participants report consulting websites that “seem reliable,” but do not always know how to verify sources. This shows that the challenge is not access to information, but the quality of understanding. FRAME Health therefore aims to provide simple and visual tools—such as short guides on “How to recognize a reliable source”—to help citizens navigate the vast amount of online information.

6. Da dove ottieni di solito le informazioni sulla salute?

52 risposte



Understanding Medical Communication

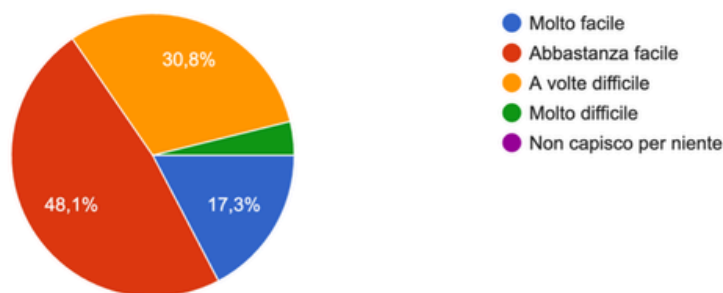
Question: “How easy is it for you to understand what a doctor or nurse tells you?”

Even among an educated sample, understanding is not always guaranteed. Only 17.3% of respondents say that understanding medical explanations is “very easy,” while nearly half (48.1%) find it “fairly easy.” However, a significant number (30.8%) report difficulties, and 3.8% say they understand “very little.”

This means that about one in three people encounters obstacles in decoding health language. The main causes are technical terminology, short consultation times, and the lack of supporting materials. This result shows that even among culturally prepared individuals, health communication can be inaccessible, and linguistic clarity must be considered an essential component of care.

7. Quanto ti è facile capire quello che ti dice il medico o l’infermiere?

52 risposte



Knowledge of Symptoms and Ability to Respond

Questions: “Do you know the signs of a stroke?” and “Would you know what to do if someone had a heart attack or stroke?”

Only 23.1% of participants report that they know the signs of a stroke well, while 38.5% recognize some of them and 30.8% are unsure. 7.7% do not know them at all. Even when it comes to taking action, readiness is limited: only half (50%) state that they would immediately call emergency services.

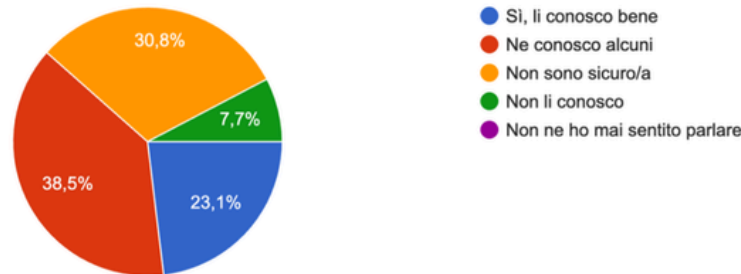
These data reveal a weakness in practical competence that goes beyond theoretical knowledge. Many adults know “in abstract terms” what a stroke is, but would not be able to recognize it in real time or do not feel confident enough to intervene.

This highlights a crucial dimension of Health Literacy: it is not enough to know, one must know how to act. The ability to respond quickly in emergency situations is one of the most concrete indicators of the effectiveness of health communication.

To address this gap, FRAME Health may develop immediate visual tools—such as BE-FAST infographics or short demonstration videos—to be disseminated in public places, pharmacies, and on social media, in order to make symptoms recognizable and transform knowledge into action.

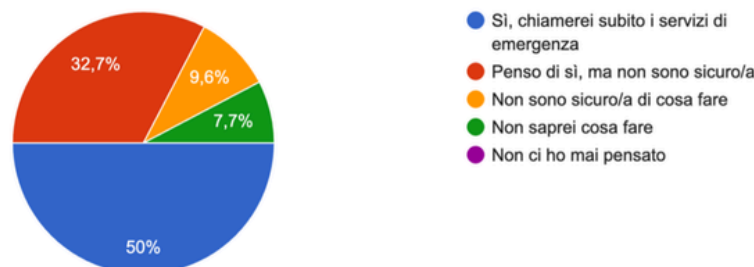
8. Conosci i segnali di un ictus (es. sorriso storto, debolezza a un braccio, difficoltà nel parlare)?

52 risposte



9. Sapresti cosa fare se qualcuno avesse un infarto o un ictus?

52 risposte



Knowledge of Chronic Diseases

Questions: “Have you ever heard about dementia or memory problems in older adults?” and “Do you know what diabetes is?”

The responses show a fairly good level of basic information, but significant limitations in functional understanding also emerge.

The vast majority of participants (82.7%) report that they are familiar with dementia and know what it is, but nearly one fifth (17.3%) have only a vague idea.

Regarding diabetes, 61.5% state that they understand it well, while 36.5% only know the name and 1.9% have never heard of it.

These data reveal that many Italian adults have a superficial but not operational knowledge of chronic diseases. They know that these conditions exist, but do not necessarily understand early symptoms, risk factors, or prevention strategies.

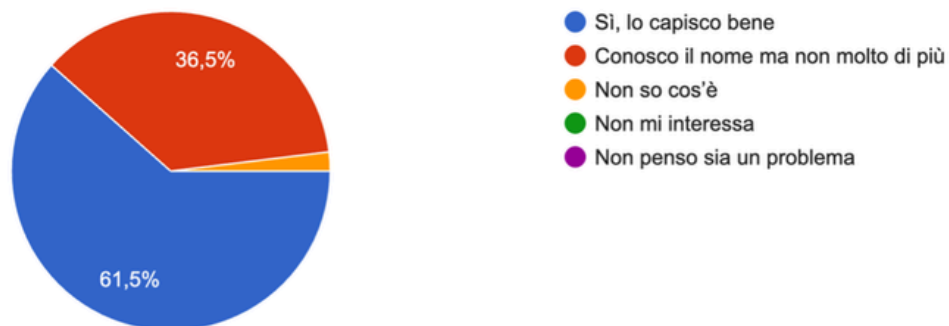
For example, during some in-depth interviews, several participants expressed uncertainty about which tests should be carried out to monitor blood glucose, or what is meant by “pre-diabetes.” This gap between information and practical application is one of the most critical aspects of health literacy: it is not enough to “know that diabetes exists,” one must know how to recognize and prevent it.

The same dynamic applies to dementia: although the term is now widely known among the general public, many adults struggle to distinguish between normal aging and pathological symptoms, or to know how to respond when a family member shows signs of cognitive decline.

These difficulties demonstrate that in Italy, communication about chronic diseases is often technical and not sufficiently personalized. FRAME Health can address this gap by promoting educational campaigns based on real-life cases, helping people transform abstract knowledge into everyday prevention and monitoring behaviors.

11. Sai cos'è il diabete?

52 risposte



Attitudes Toward Vaccines

Question: “How do you feel about vaccines (for influenza, COVID-19, tetanus, etc.)?”

The responses to this question show an Italy that is still divided. The majority of participants (65.4%) report being in favor of vaccination, but with an important distinction: 55.8% do so only if recommended by their doctor, while only 9.6% state that they always get vaccinated on their own initiative.

The remaining 34.6% express uncertainty or distrust: 23.1% report having doubts, 9.6% say they do not believe in vaccines, and 1.9% try to avoid them.

This divide reflects a well-known reality: trust in science and institutions is strongly influenced by the personal relationship with healthcare professionals.

The general practitioner remains the central figure: if they explain and recommend, the majority of citizens trust and accept; however, when information comes from impersonal channels or the media, trust decreases.

The phenomenon of “vaccine hesitancy” does not stem from ignorance, but from a combination of emotional, experiential, and cultural factors: fear of side effects, limited familiarity with scientific language, and exposure to contradictory information.

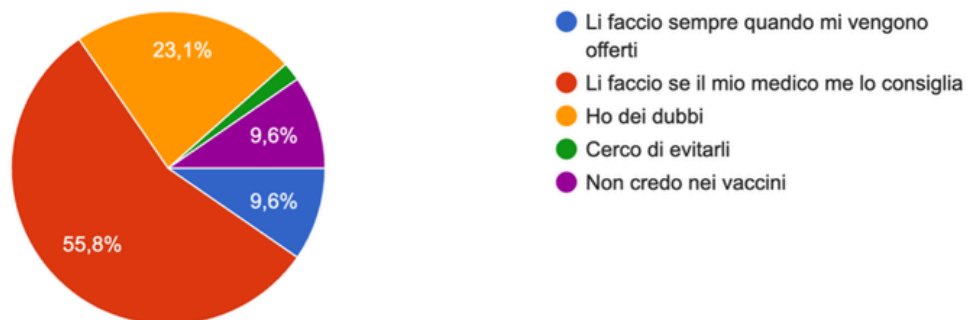
During the pandemic, institutional communication was perceived by many as cold and distant, contributing to a level of distrust that now also affects routine vaccinations.

For FRAME Health, this represents a key area of intervention: rebuilding trust through dialogue, transparency, and the direct involvement of general practitioners, as well as through real-life testimonies from individuals sharing their personal experiences.

A campaign that shows faces, stories, and concrete results is often more effective than a thousand statistical graphs.

12. Come ti senti riguardo ai vaccini (per influenza, COVID-19, tetano, ecc.)?

52 risposte



Awareness of Check-ups and the Role of Social Support

Questions: “How confident do you feel in knowing which check-ups or tests are necessary?” and “Has anyone ever helped you understand health information?”

Only 9.6% of participants feel “very confident” in knowing which check-ups to undergo and how often, while 42.3% respond “fairly confident.” Nearly half (44.3%) report feeling little or not at all confident and rely on guidance from doctors or family members.

At the same time, 55.8% state that they often receive help in understanding health information (from family members, friends, or professionals), 36.5% sometimes, and only 7.7% never. This highlights a very characteristic aspect of the Italian context: health as a relational matter.

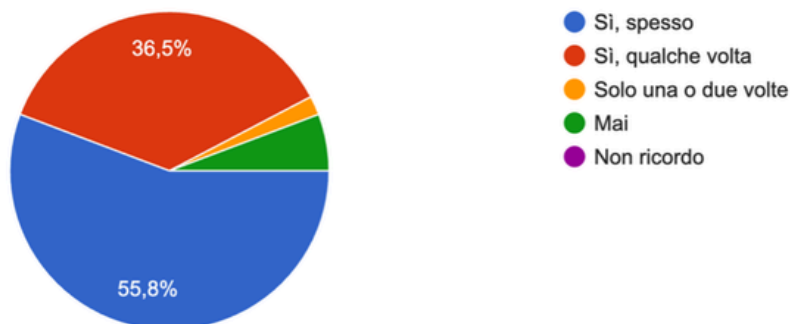
Many people do not make decisions independently, but within networks of trust—family, relatives, or community—which act as intermediaries between the individual and the healthcare system. On one hand, this represents a valuable resource: the family as an informational and emotional “buffer.” On the other hand, it can become a weakness if the message circulating within the network is incorrect or outdated.

Not surprisingly, several studies by the Italian National Institute of Health (Istituto Superiore di Sanità) indicate that strong ties (friends, relatives) are among the main channels of unintentional misinformation.

For this reason, FRAME Health aims to enhance Italy’s social capital—proximity, trust, and solidarity—by transforming it into a channel for positive dissemination: training “health ambassadors” within communities who can share verified, clear, and understandable information can significantly amplify the project’s impact in a widespread and grassroots manner.

14. Qualcuno ti ha mai aiutato a capire informazioni sanitarie (es. un familiare, un infermiere, un assistente)?

52 risposte



Misinformation and Verification Capacity

Questions: “Have you ever seen or heard health advice that later turned out to be false?” and “How do you decide whether a piece of health advice is true?”

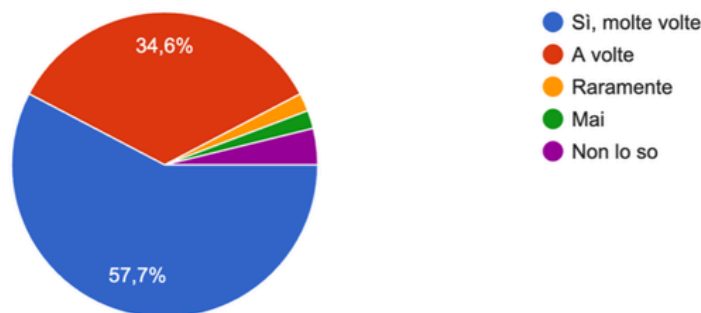
Almost all participants (92.3%) report having encountered false or misleading health information multiple times.

This finding is not surprising: the internet and social media have made health one of the most widely discussed—but also most manipulated—topics.

When asked how they decide whether information is true, 57.7% say they seek confirmation from a doctor or nurse, 34.6% rely on trusted individuals (friends, relatives, colleagues), and only 1.9% verify by consulting official materials or institutional websites.

15. Hai mai visto o sentito consigli sanitari che poi si sono rivelati falsi (es. “le vitamine curano il COVID-19”)?

52 risposte



This means that verification is mainly relational rather than critical. Trust is based on people rather than sources: an understandable model, but a vulnerable one, as it exposes individuals to misinformation if the chosen reference is not reliable.

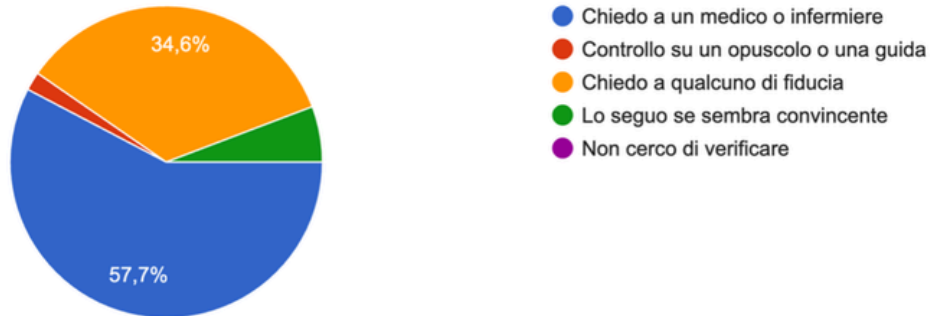
The fact that almost no one consults official portals (Ministry of Health, Italian National Institute of Health, WHO) indicates that these channels, although available, are not perceived as accessible or “close.” Technical language, rigid design, and limited presence on social media make these resources less attractive compared to viral or emotionally engaging content.

Starting from this scenario, FRAMe Health aims to bridge the gap between authority and accessibility: making reliable health information simpler, more concise, and more visual, so that it can circulate within the same networks where misinformation currently spreads.

The project will promote the idea that personal trust and critical competence must coexist, not exclude each other: learning to recognize warning signs (sensationalist headlines, lack of sources, exaggerated promises of results) is the first step toward a more mature health citizenship.

16. Come decidi se un consiglio sanitario è vero?

52 risposte

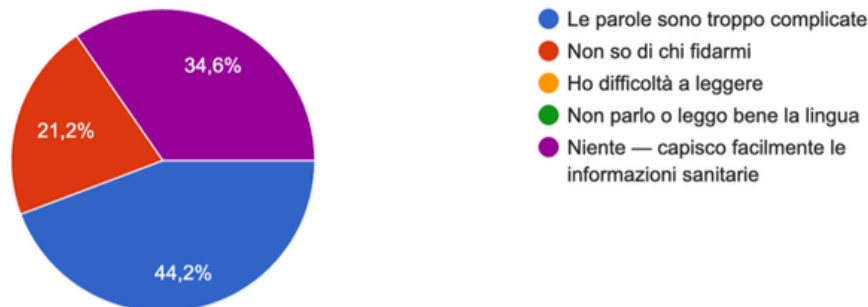


Barriers to Understanding and Learning Preferences

Questions: “What makes it difficult for you to understand health information?” and “What would help you most to better understand health?”

18. Cosa rende difficile per te capire le informazioni sulla salute?

52 risposte



The most frequently cited difficulties concern overly technical language (44.2%) and uncertainty about who is truly a reliable source (21.2%).

One third (34.6%) state that they have no difficulty understanding, but this is likely a subjective perception: in similar studies, people tend to overestimate their critical evaluation skills.

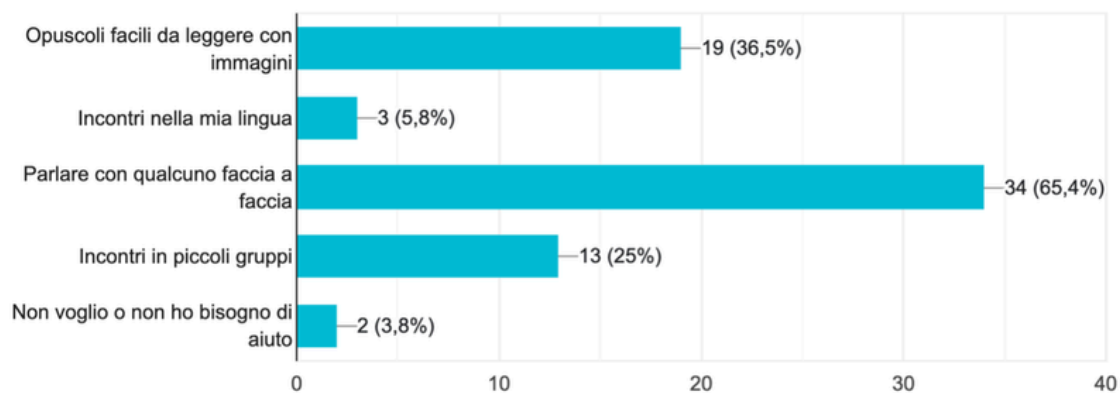
When asked what type of support would be most helpful, the answer is clear: 65.4% prefer face-to-face conversations with an expert, 36.5% would like illustrated and easy-to-read brochures, and 25% prefer small group meetings.

This confirms a fundamental aspect of Italian culture: the most effective communication is dialogical and relational. People learn better through direct conversation and community-based interaction rather than through long texts or impersonal platforms.

In this sense, FRAME Health aims to develop participatory methodologies: short meetings, practical workshops, guided conversations, and visual materials (infographics, videos, sheets) that allow knowledge to be built in a shared and lasting way.

19. Cosa ti aiuterebbe di più a conoscere meglio la salute?

52 risposte



Lifestyle Changes

Question: “Have you ever changed your eating habits or physical activity as a result of health advice?”

More than half of the participants (55.8%) report having modified their habits after receiving advice, with positive results. A small group (9.6%) tried without success, while 17.3% state that they do not find it easy to change.

This data suggests that information, when perceived as relevant, understandable, and actionable, can indeed lead to behavioral change. However, a portion of the population still shows resistance or skepticism, often linked to a lack of confidence in their ability to maintain good habits or to the absence of ongoing support.

For this reason, health promotion cannot be limited to providing information, but must accompany people over time, offering positive reinforcement, self-assessment tools, and small, sustainable challenges.

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