

## **Curriculum vitae - Flavia Bruno**

She has a degree in Biological Sciences, a specialization in Pharmacology, (both State University of Milan, Italy) and a PhD in Psychology (Catholic University, Milan, Italy). She is a journalist registered in the official Italian board.

### **Research**

Research in the Pharmacological area. After a period of research in Canada (McGill University, Montreal) (research in foetal immunoglobulin), he joined the Neuro-pharmacology Lab, Department of Pharmacological Science, University of Milan, where she carried out researches mainly in neuro-transmitters and neurology.

### **Research in the communication area**

In 1995, she moved to the research in the communication of health and drugs, within the School of Pharmacy, University of Milan.

At present she is the Director of the research Centre for Studies in Drug Communication, University of Studies of Milan: primary aims of the Centre is the study and the definition of relationship between the scientific research and communication and the analysis of different targets and channels.

### **Teaching**

She is the promoter and scientific coordinator of the academic Master in Health Communication, University of Milan, from 2000; she also is a teacher at several academic courses (School of Pharmacy, University of Milan)

She is a member of the Board of Teachers and teacher at the PhD Curriculum of Cultures of Communication, Department of Communication and Performing Arts, Catholic University, Milan, Italy and in the scientific committee of Ctu ( Television Center , University of Milan

### **Communication**

She is Editor of the newsletter of the Department of Pharmacological Sciences.

### **Recent published papers**

-F.Bruno, L.Conti, L.Norsa, L.Vercellesi: *“La comunicazione del rischio nei momenti di crisi nell’area della salute pubblica: aspetti teorico- pratici”*. Cronache farmaceutiche XLIII (5), 25-231 (2000)

-F.Bruno, L.Vercellesi: *“Science information in the media: an academic approach to improve its intrinsic quality”*. Pharmacological Research 45 (1) 51-55 (2002)

-G.Miranda, L.Vercellesi, F.Bruno: *“Approccio metodologico alla selezione delle fonti di informazione per la divulgazione”*. Cronache Farmaceutiche, XLV (4), 175-178 (2002)

-F.Bruno “*L’intuizione nella ricerca scientifica: breve percorso fra metodo, creatività e serendipity*”. In A.Quadrio e F.R.Puggelli “*La creatività – dote individuale o prodotto sociale?*”. ISU, Università Cattolica, Milano, (2003)

-L.Vercellesi, C.Centemeri, F.Bruno: “*Health on the internet and the general public in Italy*”. *Cronache Farmaceutiche*, XLVI (5) 227-233 (2003)

-G.Miranda, L.Vercellesi, F.Bruno: “*Information sources in biomedical science and scientific medical journalism: methodological approaches and assesment*”. *Pharmacological Research* 50 n° 3, 267-272 (2004)

-F.Bruno, L.Vercellesi, G. Miranda “*Helping doctors to put patient first:an innovative service from health library*”. *HILJ Health information and Libraries Journal* 22(3), 219-23 (2005)

-L.Vercellesi, C.Centemeri, G.F.Miranda, B.Rotta, F.Bruno “*How to provide an alerting service on health topic for medical journalists from scientific journal*”. *HILJ Health Information and Libraries Journal*, 23(3), 223-228 (2006)

-G.F. Miranda, L. Vercellesi, E. Pozzi, F.Bruno. “*Improving health communication Supporting the practice of health communication*”. *Health Information and Libraries Journal*, 26, 39-46 (2008)

-F. Bruno, editor, “*La notizia medico scientifica e i media*” in *La Comunicazione della salute – Un manuale*. Ed Cortina, Milano 2009

- L. Vercellesi , P. Minghetti, A. Bazzi, B. Pieroni, M. Di Croce, C. Centemeri, F. Bruno “*Recommendations for health reporting. Proposal of a working paper*”. *HEJ* , 69 (1) 48-62 (2010)

A. Zanetti, L. Vercellesi, E. Pariani, M. Laccisaglia, F. Bruno “*Analysis of a pandemic in the Italian newspapers: the A(H1N1) experience*”. *Italian Journal of Public Health*, accepted (2012)

-M. Di Croce, L. Vercellesi, M. Laccisaglia, F. Bruno “*Medical reporting recommendations: a practical and theoretical approach of journalists in Italy*”. *Annali Istituto Superiore di Sanità*, accepted (2012)

-E.Moja, P.Minghetti, L.Vercellesi , M.Laccisaglia E.Iapichino, F.Bruno :” *Community pharmacist and stress at the counter a qualitative exploratory italian research*” accepted (2013) *Journal of Pharmaceutical Health, Services Research*

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