



PRESS HALL

5 OCTOBER (FRIDAY)

14.00-16.00 PANEL DISCUSSION: MASS MEDIA IMPACT ON MENTAL HEALTH (Press Hall)

Moderated by:



Dr. Judy Kuriansky, world renowned radio advice host, clinical psychologist and therapist, popular lecturer, newspaper columnist, and author of books (New York, USA)

Dr. Judy Kuriansky is a pioneer of radio call-in advice, and more recently of Internet advice. An adjunct professor for the Clinical Psychology Program at Columbia University Teachers College and visiting professor of Peking University Health Science Center in Beijing, she is a frequent commentator on international media - including CNN - on various news issues. Dr. Judy is a member of the Advisory Board of several magazines and public service organizations, and works extensively in Asia on health and women's issues, and is known for her relationship advice. Dr. Judy is also an expert on emergency mental health services, and has worked at Ground Zero and many other disasters worldwide, and lectures about coping with world conflicts, including in the Middle East.



Prof. Peter V. Morozov, Member of the WPA Standing Committee on Planning, Vice-President of the Russian Society of Psychiatrists (Moscow, Russia)

Prof. Peter V. Morozov is the Ambassador of the European College of Neuropsychopharmacology in Russia, Member of the EPA Council, Editor in Chief of the P.B.Gannushkin Journal "Psychiatry and Psychopharmacotherapy", Editor in Chief of "The Psychiatric Diary", MD, PhD, DrSci., Professor of the Chair of Psychiatry of the Department for Advanced Medical Studies at the Pirogov Russian National Medical Research University.

Introduction:

We live in the information age when the mass media play a key role in creating the individual's views and preferences for a particular social phenomenon. The media do not just reflect the society, they help make the world correspond to what is written about it. In this sense, the role of the media in shaping an

adequate understanding of the society in the field of mental health cannot be emphasized enough. A person's mental health is one of the most intriguing and complex problems, which never loses its relevance. The imaginary simplicity of his ordinary understanding should not be misleading. Participants will discuss problems that affect the quality of information on mental health issues, as well as approaches to the formation of a favorable information environment.

Panelists:



Colin Mackay, Director of the Brussels Writing Bureau (BWB) (Brussels, Belgium)

Colin Mackay is a veteran of the healthcare sector, having worked within the pharmaceutical industry, in consultancy and in European trade associations for more than 25 years. His business experience spans sales and marketing, communications as well as EU policy and lobbying, while has covered a broad range of therapy, including mental health, female and reproductive health, oncology and immunology. In 2013, Colin decided to set up the Brussels Writing Bureau, a company dedicated to providing high-quality editorial services for companies and associations in Brussels, undertaking ghost writing, meeting reports and content production. He currently works with EU trade associations covering all healthcare major sectors including pharmaceuticals, medical devices, imaging and radiotherapy as well as animal health. In addition to the Bureau, Colin is also an accredited EU journalist, regularly writing and editing articles for Dods EU, publishers of European Parliament Magazine, a fortnightly EU politics magazine covering European Parliament news, opinion and comment. He regularly covers events and hearings in the European Institutions on behalf of the magazine and clients.



Tatiana Lyamzina, presenter, journalist at the Echo of Moscow Radio station (Moscow, Russia)

Tatiana Lyamzina is a presenter, journalist at the Echo of Moscow Radio station the weekly audience of which is about 7 million people. Since 1996, she has been hosting the programs associated with health including "Medinfo", "Morning Bypass", "About Style", and others. Tatiana Lyamzina has passed through BBC MPM training as a radio correspondent and a radio host. She wrote articles for the newspaper "Medicine for You" and for the section "Health" in Cosmopolitan.



Polina Zvezdina, TV presenter of RBC TV (Moscow, Russia)

Polina Zvezdina began her career in Novosibirsk at the Continent Siberia media, then at the Sobaka.ru Novosibirsk. Later she worked at

Pharmvestnik.ru newspaper and website for 5 years. She works for United Editorial Board of RBC (Moscow, Russia)



Svetlana A. Zeinalova, psychologist, actress, motivational speaker, author and television host (Moscow, Russia)

Svetlana A. Zeinalova is a psychologist, actress, motivational speaker author and television host at the most watched TV channels in Russia. Since 2011, Svetlana has been hosting the Good Morning TV Program on the I Russian TV Channel that is the main channel in the country with broadcasting for more than 250 million viewers in all regions of Russia and abroad. The Good Morning TV program enjoys the highest rating on I Russian TV Channel broadcasting useful, practical information in various spheres of human life, including health, politics, business, art, sports, education and science.