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5ᵗʰ International Conference on
Predictive, Preventive and Personalized Medicine & Molecular Diagnostics

December 01-02, 2016   Valencia, Spain

Massimo Cecaro
Italian Medical Press Association, Italy

Preventive and personalized medicine improving public understanding

Food-borne Diseases Active Surveillance Network (FoodNet) in 2014 identified 19,507 laboratory-confirmed cases of infection, 4,476 hospitalizations and 75 deaths (CDC report) and WHO estimates that worldwide food-borne and waterborne diarrheal diseases, all together, kill about 2.2 million people annually. Hence prevention of food-borne illness must have priority. Food safety is an issue of national and international significance. In fact it affects all countries and has a substantial impact on both public health and economic activity. A new integrated model with the active participation of MD, DVM, biologists and journalists is actually studied with a didactical purpose for "alphabetize" the population on food safety and more in general, on public health problems.

Biography

Massimo Cecaro has obtained his Master's degree in Veterinary Medicine from the University of Cameroon and Specialization in University of Teramo. Since the age of 14, he has worked as radio speaker, TV presenter and reporter for a wide range of artistic and scientific events. At the age of 24 he obtained a qualification to practice as a Journalist and in 2007 he was admitted to the National Association of Medical Press (ASMI), where he currently holds the position of National Councilor. He is a Resident Member of MJA Medical Journalists Association, London. He has been Lecturer of Communication in Medical Sciences in many universities, an invited speaker at international events in the field of Public Health and Safety and author of several scientific works in public health. He is also the Director of a prestigious Educational Centre for Work Safety and Public Health. He is actively involved in international projects to improve the role of mass-media in medical sciences and awarded in Philadelphia with international special recognition and is also a Member of EFSA's Expert Database (European Food Safety Authority).

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Notes:

J Pharmacogenomics Pharmacoproteomics
ISSN:2153-0645 JPP, an open access journal

Euro Personalized Medicine 2016
December 01-02, 2016

Volume 7, Issue 4(Suppl)

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