



Students explored the relationship between media, society, and diseases connected to the nervous and endocrine systems. As they investigated real health problems affecting different communities, they began to recognize that access to information, prevention campaigns, and responsible communication can shape people's decisions and quality of life.

Students worked collaboratively to research how specific diseases affect populations and how media can support prevention, diagnosis, and treatment. They explored different communication formats, such as videos, social media campaigns, advertisements, and podcasts, while analyzing target audiences, statistics, costs, resources, and message effectiveness.

Through inquiry and creation, students reflected on the reliability and ethical responsibility of media when communicating health information. They developed their own proposals and presented them to potential "investors," using evidence, planning, and creativity. The project helped them understand that communication can inspire change, raise awareness, and improve people's lives.

Teacher's reflection

Throughout the project, students demonstrated significant growth in their ability to connect scientific knowledge with real-world challenges. They developed research, collaboration, and critical thinking skills as they analyzed health problems and evaluated how communication strategies can influence society.

One of the most meaningful aspects of the process was observing how students moved beyond simply learning about diseases to understanding the human impact behind them. Their proposals reflected empathy, responsibility, and an increasing awareness of the importance of reliable information in today's media landscape.

It was especially interesting to see how students balanced creativity with analytical thinking. While designing campaigns and media products, they also considered statistics, audience needs, costs, and feasibility, showing a deeper understanding of how communication can become a realistic tool for social change. The project encouraged them to see themselves not only as learners, but also as active contributors capable of creating positive impact within their communities.

Student's voices

"How do diseases of the nervous and endocrine systems impact people's lives and their communities?"

"How can the media influence people's decisions about their health?"

"How can we ensure that information about prevention and treatment is reliable and safe?"

"How can we design clear and accessible messages for different types of audiences?"

"How can we make sure that everyone has equal access to health information and resources?"

"What ethical responsibility does the media have when communicating topics related to health and well-being?"

"How can a communication campaign create a real and positive impact on people's lives?"

By combining science, communication, and empathy, students discovered that informed voices have the power to transform communities and promote healthier futures for everyone.