

FULL PROGRAMME



AI FOR HEALTH & WELL-BEING

GENERAL INFORMATION

LEARNING MOBILITY FOR ADULTS IN BILBAO (SPAIN)

DURATION: 4-day itinerary (5 hours/day + optional

LOCATION: cultural visits)

FORMAT: Bilbao, Basque Country (Spain)

LANGUAGE OF INSTRUCTION: English

HOST: Media Creativa

KEY TOPICS:

- AI and daily well-being.
- Digital health tools for physical and mental balance
- Emotional support through AI (chatbots, meditation, reflection)
- Misinformation, influencers and fake health news
- Responsible and critical use of AI for self-care.

TARGET GROUP:

Adults or adult learners interested in improving their digital and health literacy through practical, ethical, and creative use of AI tools.

Participants should be comfortable using smartphones or computers at a basic level (browsing, messaging, apps). No previous experience with AI is required —just curiosity and an open mind.

“The greatest wealth is health —and knowledge to care for it wisely.”
– Adapted from Virgil

LEARNING OBJECTIVES

- To **Understand** how Artificial Intelligence **supports** health and well-being in **daily life**.
- To **identify** and use free, accessible **tools** for physical and mental wellness.
- To **strengthen critical thinking** and digital literacy to recognise misinformation or harmful trends.
- To **design** a personal AI-assisted **well-being plan** aligned with ethical and realistic goals.
- To **promote reflection, autonomy, and healthy digital habits** among peers and communities.



METHODOLOGY

The course follows an **experiential and reflective approach**, combining short theoretical inputs with practical exercises, simulations, and cultural immersion.

Gamification and **guided experimentation** are used to make learning active and enjoyable.

Techniques include:

- **Learning by doing:** participants explore apps and tools directly.
- **Peer learning:** exchange of ideas and discoveries between participants.
- **Critical awareness:** every tool is analysed for benefits, risks, and ethical aspects.
- **Reflection and ethics:** promoting critical thinking about balancing technology use and personal care.

The programme concludes with a **structured evaluation process**, both individual and collective reflection, receiving feedback, and **developing personal action plans** for **applying** and disseminating the results in their **local communities** and **professional environments** once the programme is over.

DAY 1 - Discovering AI in daily life and health

Welcome and group integration. Presentation of the programme, participants, and objectives. Icebreaker activity to explore current habits and perceptions about technology and well-being.

What is AI in health? From myths to real use. Interactive session exploring how AI supports health today — apps for step tracking, medication reminders, diet suggestions, or stress management. Participants compare expectations vs. real applications.

Group activity: “Mapping my daily habits”. Participants reflect on their current routines and identify areas where technology already plays a role (sleep, food, exercise, social connection). In small groups, they will create a visual “habit map”, sharing similarities and differences across lifestyles and cultures.

Community activity: Walking for Well-being. Participants will take part in a light outdoor walk through one of Bilbao’s green areas to explore local perspectives on balance and healthy living. Guided mindfulness pauses will help them reflect on how nature, community, and digital habits can work together to support overall well-being.

**Training sessions run approximately from 9:00 – 14:00, with optional cultural activities in the afternoons.*

DAY 2 – AI for Physical Health: From Awareness to Action

Hands-on lab: Exploring fitness and nutrition apps. Participants will test free AI-supported tools to monitor activity, steps, and nutrition, learning how to set realistic goals for healthier routines.

Group challenge: “App Lab”. In small teams, participants will compare three different wellness apps, evaluating their design, usefulness, and credibility. They will share short “mini-reviews” to identify which ones truly help and which ones mislead.

Role play: “My digital personal trainer”. In pairs, participants will simulate a coaching session using AI-generated advice and reflect on when technology motivates and when it becomes excessive.

Local experience: Smart wellness in the city. A short visit or guided route in Bilbao shows how the city promotes active lifestyles through public spaces, sustainable mobility, and outdoor culture.

DAY 3 – AI and Mental Health: Emotions, Empathy and Balance

Exploring AI companions. Participants will test chatbots and mindfulness apps to experience how AI can support emotional well-being and daily balance.

Interactive game: “Would you trust this advice?”. In groups, participants analyse real and fake posts or influencer videos about health, deciding which ones are reliable and which are misleading.

Discussion: Human vs. digital help. A group dialogue about when AI can help with mental well-being and when professional or human support is essential.

Mindfulness practice by the river. A short, guided session outdoors, using breathing and awareness exercises, connects the idea of mental calm with the rhythm of local life in Bilbao.



DAY 4 – Responsible Use and Personal Well-being Plan

Detecting misinformation in digital health. Participants will learn simple strategies to identify fake news, biased content, and “miracle” claims related to health and AI.

Activity: “Decode the Feed”. Through a fun, competitive challenge, teams classify social media posts as reliable, clickbait, or fake, earning points for accuracy and argumentation.

Debate: “AI Dilemmas in Health”. Participants will analyse short real-life cases where AI may cross ethical or practical limits —such as chatbots giving medical advice or influencers promoting AI-based diets. The debate encourages reflection on trust, responsibility, and human judgment in digital health.

Group challenge: “Healthy Habits Hackathon”. In teams, participants will design a small campaign or community idea using AI responsibly to promote well-being and inclusion. This final challenge connects creativity, teamwork, and the main lessons learned during the course.

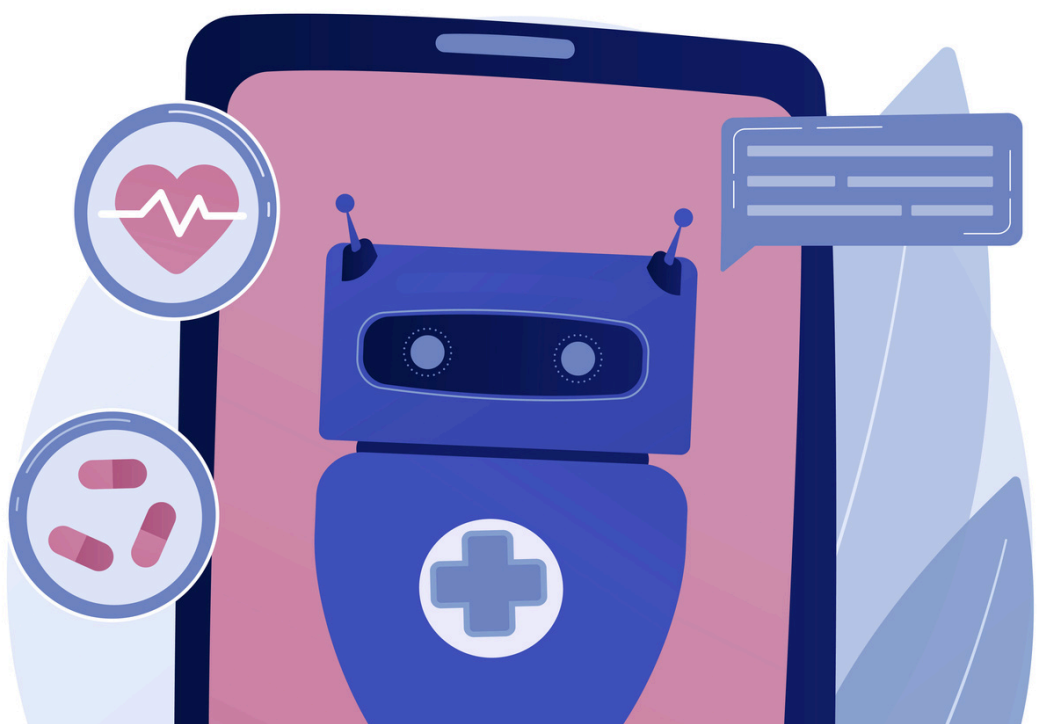
Group reflection and closing ceremony. Final sharing of key takeaways and personal commitments to digital balance —followed by certificate delivery and a pintxo break celebrating learning and well-being.

Discovering AI in daily life and health	AI for Physical Health: From Awareness to Action	AI and Mental Health: Emotions, Empathy and Balance	Responsible Use and Personal Well-being Plan
Welcome + Icebreaker	Exploring fitness and nutrition apps	Exploring AI companions	Detecting misinformation in digital health
What is AI in health? From myth to real use	APP LAB Identify the usefull ones	“Would you trust this advice?”	“Decode the feed” Classify as reliable, clickbait or fake
“Mapping my daily habits”	“My digital personal trainer”	Human vs. digital help Discussion	AI Dilemmas in health Debate
Walking for Well-being	Smart wellness in the city	Mindfulness practice by the river	“Healthy Habits Hackathon”

** Some changes in the programme are possible. The content of the course is always adapted to the participants' previous knowledge, expectations and requirements. The participants receive the informational kit a few weeks before the start of the course.*

COMPETENCES

to be acquired by the participant



Ability to use AI tools for personal health and well-being.

Improved digital literacy and critical evaluation of online information.

Understanding of ethical and safety aspects of digital health tools.

Confidence to design and maintain personal wellness routines.

Awareness of the human dimension in digital self-care.

METHODS OF MONITORING AND MENTORING the participant before, during and after the mobility



Ongoing contact with the mobility participant.



Questionnaire before and after mobility.



Mentoring by the host and the sending organisation.



Verification of the participant's concerns and expectations.



Individual interviews.



Reflections and debates where the quality of the learning outcomes will be assessed.



Meetings with other participants in the mobility.



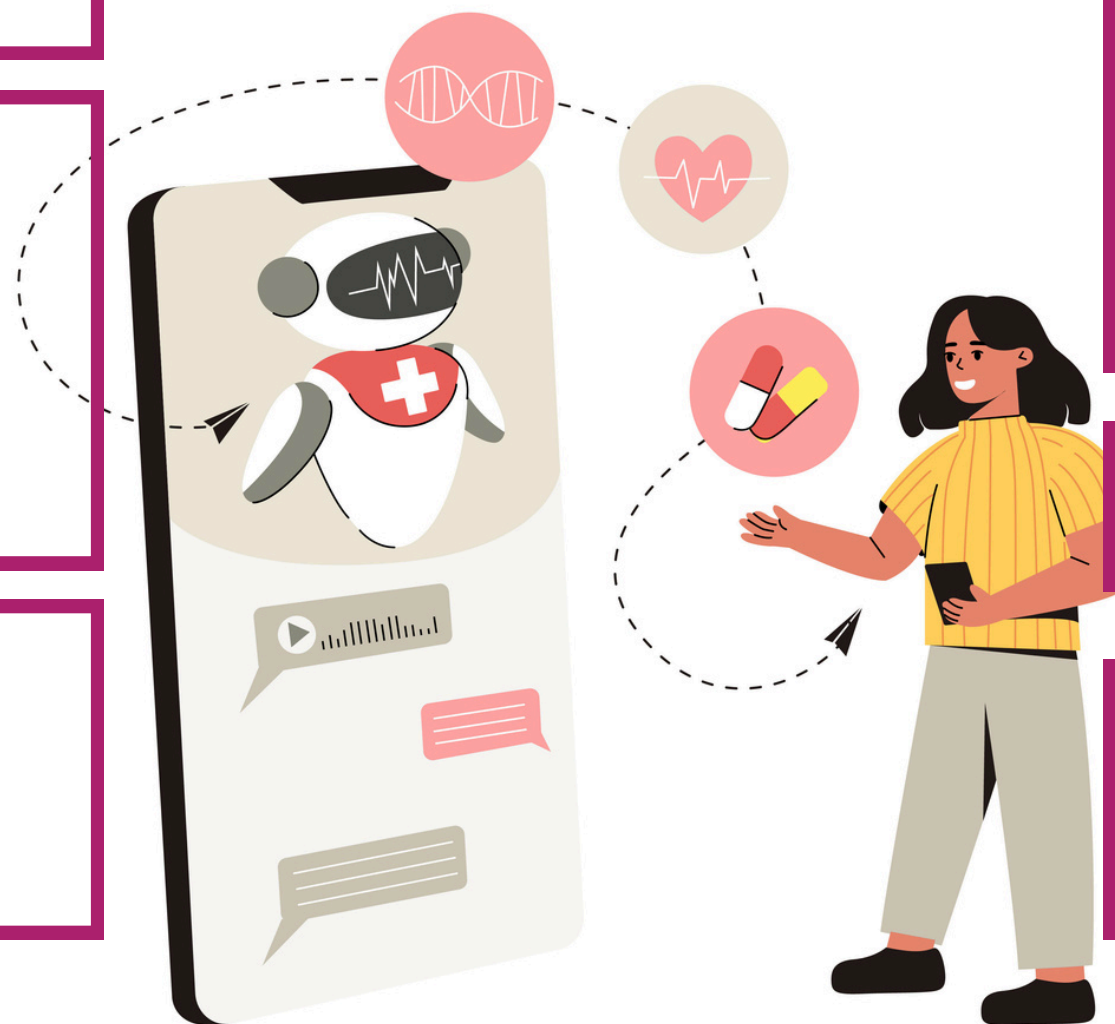
Participant report.

Expected use of the RESULTS & EVALUATION

Participants will share digital wellness practices with community or peer groups.

Participants will integrate AI tools into healthy routines while maintaining critical awareness.

Participants will share digital wellness practices with community or peer groups.



CERTIFICATION & MATERIALS

Certificate of participation (Erasmus+ format)

Digital access to learning materials and vocabulary sets.

Participant reflection journal.

Post-course learning recommendations.

Ready to achieve fulness through innovative methods?

Check dates and register your participation vía email.

Contact: info@mediacreativa.eu

