ARTIFICIAL INTELLIGENCE FOR HEALTH AND WELLBEING

Programme

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

Mediacreativa
www.mediacretiva.eu

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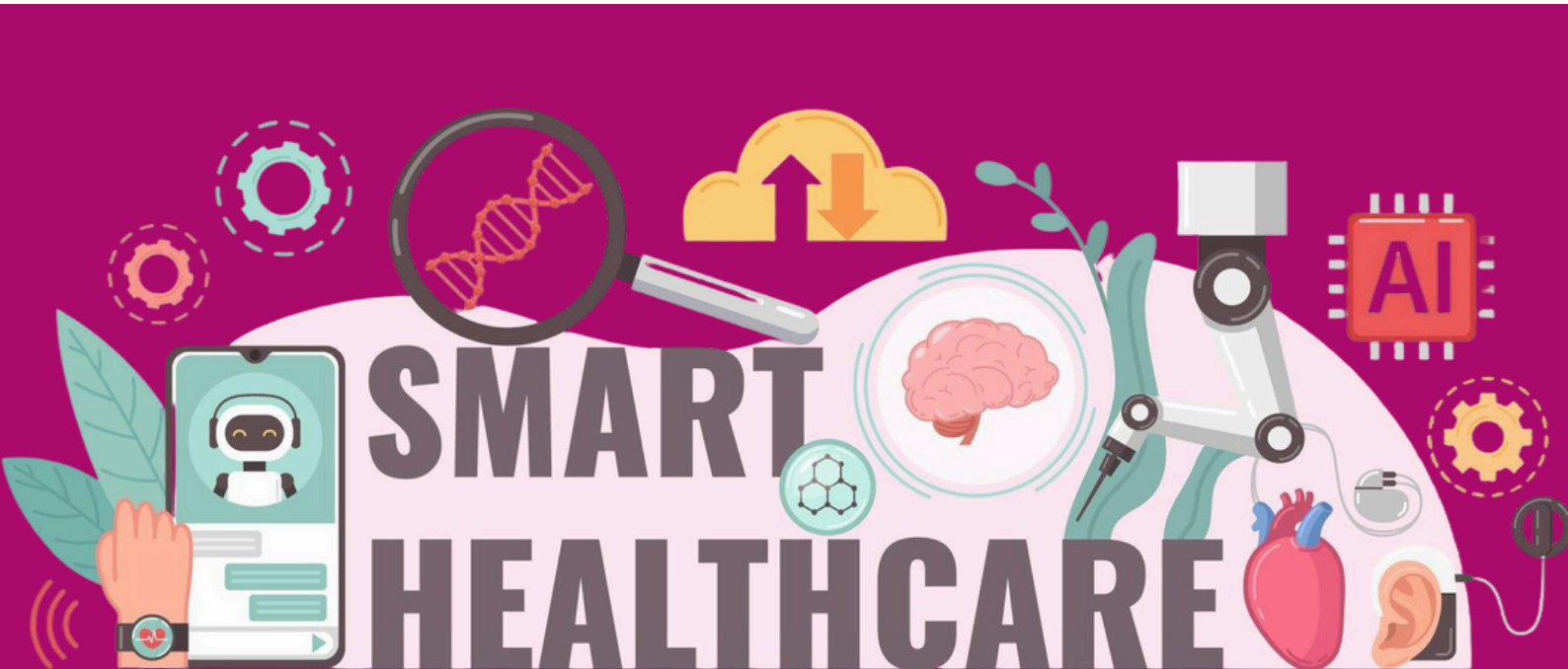


Course summary

This 4-day practical course helps adults discover how **Artificial Intelligence** (AI) can support their **physical and mental wellbeing.**

Participants will explore **free and accessible AI-based tools** (from health reminders and activity tracking apps to chatbots for mindfulness and motivation) while learning to separate reliable digital support from misleading information, influencer trends, or health-related fake news.

The course combines hands-on experimentation, group reflection, and critical thinking, showing how technology can enhance healthy habits without replacing human judgment or professional advice.

Hosted by **Media Creativa**, this programme links digital literacy with self-care, emotional balance, and community well-being through interactive workshops, games, and cultural experiences.

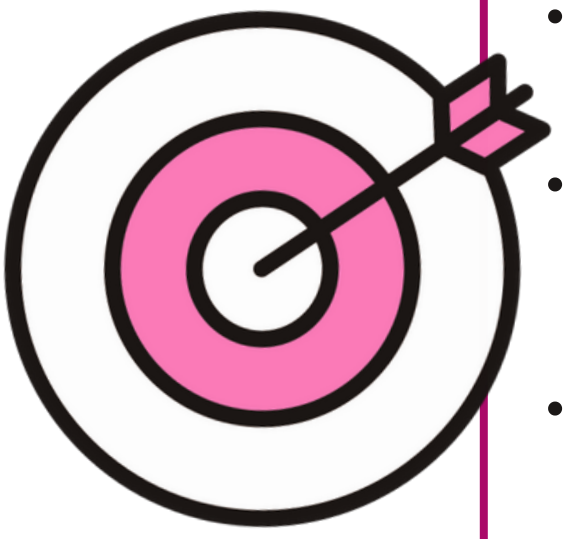
TARGET GROUP(S)

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).

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.

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.

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.

Informal learning also plays a key role –shared coffee breaks, outdoor activities, and collaborative challenges strengthen team spirit and mutual learning, making the experience both personal and community-based.

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 reflection and evaluation** process that allows participants to connect what they have learned with their own daily lives and personal wellbeing. Through individual and group feedback, they assess how AI tools can support physical health, self-care, and emotional balance in realistic, everyday situations.

PROGRAMME DAY-BY-DAY

Training sessions run approximately from 9:00 – 14:00, with optional cultural activities in the afternoons. Duration and agendas are open for changes and adaptations to learners needs and interests.

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 wellbeing.

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.

Group activity: Walking for wellbeing. 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 wellbeing.

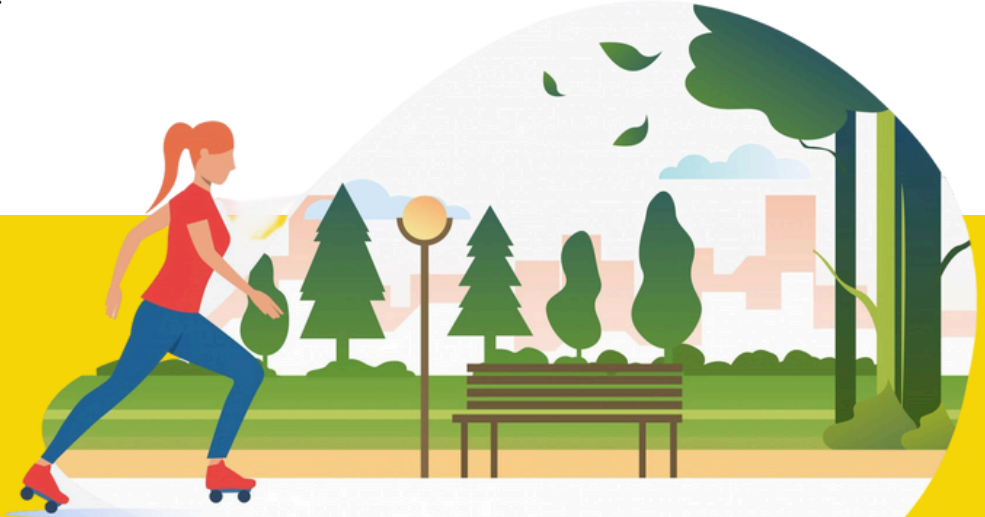
DAY 2 – AI FOR PHYSICAL HEALTH: FROM AWARENESS TO ACTION

Hands-on lab: Exploring fitness and nutrition apps. Participants test free, easy-to-use AI-supported tools to track steps, movement, and nutrition. They learn to set realistic goals for physical activity and self-care, and discuss how technology can support—not replace—healthy habits.

Group challenge: "App Lab". In small teams, participants explore three different wellness apps, comparing their design, usability, and credibility. To make it more dynamic, each group prepares a short "pitch" defending which app they'd recommend and why, based on reliability, motivation, and user experience. A quick group vote decides the most trustworthy "digital ally."

Role play: "My digital personal trainer". In pairs, participants simulate a short coaching session using AI-generated health tips (from chatbots or virtual assistants). One plays the "trainer" and the other the "user," reflecting afterward on how AI can motivate, support, or overwhelm. The debrief links to emotional well-being and responsible use of digital advice.

Local experience: Smart wellness in the city. A guided route through Bilbao highlights how urban design supports active lifestyles—bike paths, parks, public gyms, and green areas. The walk includes short team tasks (e.g., taking a photo of "a healthy habit in action") and a closing reflection on how digital and real environments can work together for personal well-being.



DAY 3 – AI AND MENTAL HEALTH: EMOTIONS, EMPATHY AND BALANCE

Exploring AI companions. Participants experiment with chatbots and mindfulness apps designed to support emotional well-being. Through guided tasks, they explore how these tools offer motivation, reflection, or comfort –and discuss what makes digital empathy feel authentic or artificial. The activity opens a conversation about trust, privacy, and emotional connection in technology.

EInteractive game: "Would you trust this advice?". In teams, participants analyse real and fake social media posts, health tips, and influencer videos related to wellness and mental health. Each group decides which examples seem trustworthy and justifies their reasoning. The game ends with a "fact-check" round using verification tools, showing how easily misinformation spreads online.

Discussion: Human vs. digital help. A structured discussion where participants share personal perspectives on when AI-based tools (like chatbots or digital diaries) can be useful, and when professional or human contact becomes essential. Using situational prompts, they reflect on boundaries, responsibility, and emotional awareness in the digital age.

Mindfulness practice by the river. To conclude the day, a guided outdoor session in a peaceful riverside area of Bilbao combines breathing, awareness, and gentle movement exercises. The practice reinforces the link between mental calm, body awareness, and technology balance, closing the day with a shared reflection on emotional health and presence.

DAY 4 – SMART CHOICES: ETHICS, MISINFORMATION AND DIGITAL RESPONSIBILITY

Detecting misinformation in digital health. Participants explore real online examples of "miracle" diets, AI-powered health tips, and viral wellness trends. In small groups, they apply simple verification methods to separate fact from fiction, reflecting on how misinformation can affect daily choices.

Interactive challenge: "Decode the Feed". Through a fast-paced, gamified activity, teams classify social media posts as reliable, misleading, or fake. Points are earned for accuracy and argumentation. The exercise blends fun with critical thinking, encouraging awareness of how algorithms and influencers shape what we see**.**

Collective lab: "AI for Healthy Futures". Combining debate and creativity, this final group activity challenges participants to discuss real-life ethical dilemmas in digital health (e.g., chatbots giving medical advice, AI-generated fitness plans) and then design a simple, responsible AI-based idea to promote community well-being. Each team shares their proposal in a short presentation, celebrating both reflection and innovation.

Group reflection and closing ceremony.
A final circle of reflections on key takeaways and personal commitments to digital balance, followed by certificate delivery and a farewell pintxo break, reinforcing the sense of community and collaboration.

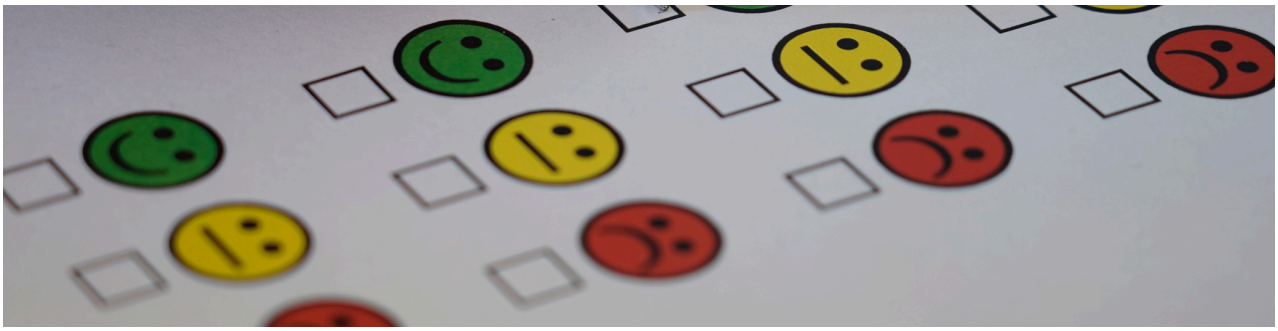
* Some changes in the programme are possible. The content of the course is always adapted to the participants' previous knowledge, expectations and requirements. The participants receive the informational kit a few weeks before the start of the course.

COMPETENCES TO BE ACQUIRED BY THE PARTICIPANT

COMPETENCES

- 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.

MONITORING, MENTORING AND EVALUATING



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.
- Participant report.
- Meetings with other participants in the mobility - reflections and debates where the quality of the learning outcomes will be assessed.

EXPECTED USE OF THE RESULTS AND EVALUATION

- Participants will integrate AI tools into healthy routines while maintaining critical awareness.
- Participants will share digital wellness practices with community or peer groups.
- Participants will promote responsable, human-centred use of AI in health.

CERTIFICATION AND MATERIALS

- Certificate of participation (Erasmus+ format)
- Digital access to learning materials and supporting resources.
- Participant reflection journal.
- Post-course learning recommendations.

Ready to turn technology into your ally for a healthier, smarter life?

Check dates and register your participation vía email.

Contact: info@mediacreativa.eu
www.mediacreativa.eu

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Pre-register now – no deposit required!