**«Political, Mediatic and Public Health Agendas in Portugal»**

ABSTRACT

The news on the media are about the topics that most concern societies at any given time. Agenda-setting theory is about the ability of media to influence what people think and even their way of thinking. In a time of crisis and uncertainty, in Portugal, the effects of agenda setting are real for issues related to health policy.

Three of the more focused issues on the press, drawn from the analysis of content of six months editions of Newspaper "Diário de Notícias", coincide with the three main problems mentioned in a study of public opinion, applied by telephone to a sample of 300 people of the population of Lisbon. These problems appear in the same order of importance of the themes: 1) Funding; (2) Access and administration of Health Units; and (3) Human Resources. The public agenda is determined by the media agenda which seems to be influenced by political agenda, studied from the speech of privileged interlocutors/actors in the area of health and from the measures to the health sector in the memorandum of understanding, agreed between the Portuguese Government and the troika in 2011.

The analysis of the sources of information listed in the news indicates that government institutions are the most frequent, followed by Civil Society. Information flows downward but also in the opposite direction when the real life of citizens and the speech of individuals appear in the news.

Key words: Health; Polícies; Agenda setting; Political Agenda; Mediatic Agenda; Public Agenda