



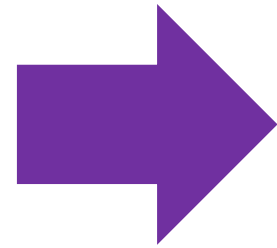
# EuropaColon Italia

General Update Session



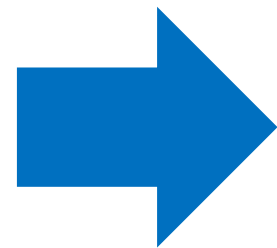
CRISTINA VACCA





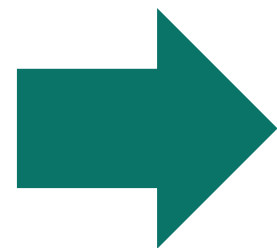
## INSTITUTIONAL ACTIVITIES

- LIFESTYLE AND CRC AWARENESS IN HIGH SCHOOLS (Italian Ministry of Education, University & Research)
- CANCER SCREENING COODINATION GROUP (Lombardy)
- 'SALUTE BENE DA DIFENDERE, DIRITTO DA PROMUOVERE' Federation of Patients' Advocacy



## CORPORATE PARTNERSHIPS & EVENTS

- MY HEALTH CAN'T WAIT with Johnson & Johnson
- BLUE MARCH: INFORMATIVE & EDUCATIONAL MEETING with Pierre Fabre Employees
- COOKING CHAMPIONSHIPS with the Italian Federation of Chefs



## DiCE ACTIVITIES

- ECCAM 2021
- ECCAM 2022

# ECCAM 2021



**6** Donors

**40** Doctors members of our network

**7** Associates to EuropaColon Italia

**28** Supporters

**1443** "Like" to our Facebook official page

**230** Subscribers to our Newsletter

**Solid impact on italian media**



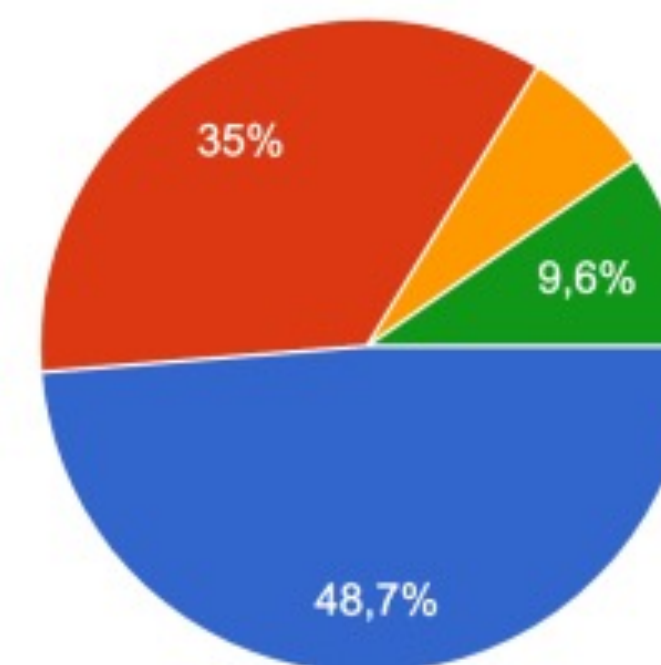


# EuropaColon Italia meets High Schools



5 sessions  
5 different schools  
5 patient stories  
500 students reached

Sai cos'è il test per il sangue occulto nelle feci?  
197 risposte



- Sì, l'ho scoperto grazie a EuropaColon
- Sì, ne ero già a conoscenza
- Ne ho sentito parlare ma non so a che cosa serve
- No

April 2021



# ‘My health can’t wait’ with Johnson & Johnson



## GIMBE FOUNDATION analysis

↳ ITALY: 1,3 millions less hospitalizations in 2020  
(52,4% medical, 47,6% surgical)

**AIM:** Help people to prioritize their health and don't be afraid to go back to the hospitals after pandemic

**HOW:** Online materials, articles, telehealth tips, specialist tips, hospital safety

**INVOLVED:** Patient Advocacy Associations, Scientific Organizations, Research Institutes

July 2021



# ECCAM 2022

**580 Subscribers to our Newsletter**

↳ **29 thanks to the Campaign**

**2243 'like' on our Facebook page**

↳ **34 new ones** during ECCAM 2022

**2260 Facebook followers**

↳ **38 new ones** during ECCAM 2022

**Solid impact on Italian media and press**





# Blue March: Informative & Educational Meeting

*with Pierre Fabre Italy employees*

- CRC overview
- Signs & symptoms
- Risk factors
- Screening
- Pandemic impact on screening programs

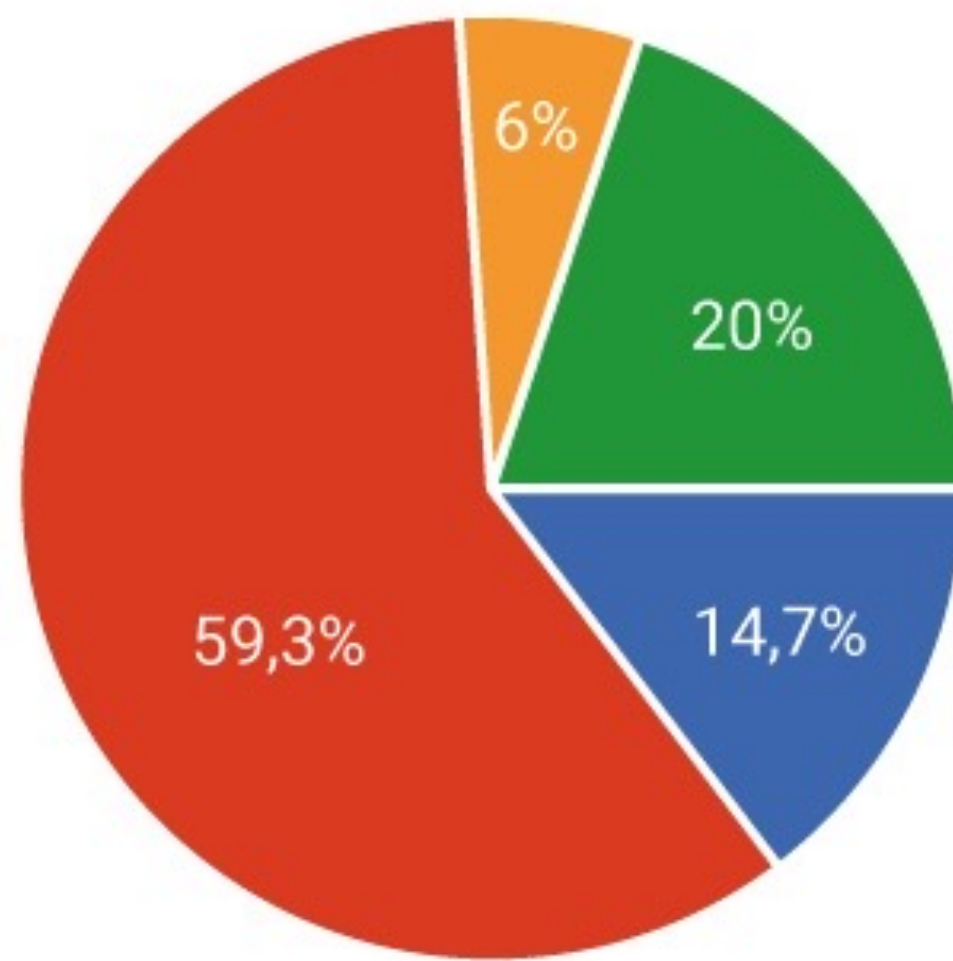


Pierre Fabre



# EuropaColon Italia meets the chefs

Sai cos'è il test per il sangue occulto nelle feci?



- Sì, l'ho scoperto grazie a EuropaColon
- Sì, ne ero già a conoscenza
- Ne ho sentito parlare ma non so a che cosa serve
- No

  
EuropaColon  
ItaliaOnlus



March 2022



- **MULTIDISCIPLINARY CANCER SCREENING COORDINATION GROUP (Lombardy district)**

April 2022: first meeting



- **SALUTE BENE DA DIFENDERE, DIRITTO DA PROMUOVERE**

May 2022: Facebook live direct about gastrointestinal tumors





# What's next?

## THE BEST OF TOMORROW

together with Pierre Fabre Italy



2022

## VINCI

together with Italian Federation of Chefs



2022 - 2023





**Thank you for the attention!**