

Europa Colon Italia

General Update Session

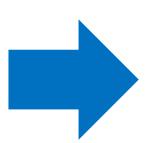


CRISTINA VACCA



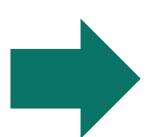
INSTITUTIONAL ACTIVITIES

- 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







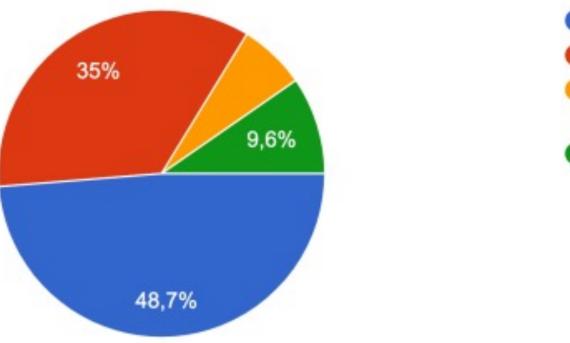
EuropaColon Italia meets High Schools



5 sessions5 different schools5 patient stories500 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

Light 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

INVOLEVED: 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





MARZO MESE PER LA PREVENZIONE

Tumore colon-retto, nove casi
su dieci si potrebbero evitare
se tutti facessero i controlli

di Vera Mortinella

EuropaColon Italia avvia una campagna di sensibilizzazione.
L'esame per la ricerca del sangue occulto nelle feci è offerto dal
Servizio sanitario nazionale a tutti i cittadini fra i 50 e i 70 anni

bi dell'alimentazione, iconoscerli e curarli: sa fare e cosa evitare

di Nino Luco Stefano Erzegovesi, primario disturbi alimentari al San Raffae di Milano: «Occorre un approccio multidisciplinare»

multidisciplinare»

Il mio (subdolo) nemico cibo. Se la «guerra è dentro

di Cesare Peccarisi
Incontri con gli esperti per a
consigli e chiarimenti. Ictus
solo, al centro dell'attenzio
diagnosi, la prevenzione, le











Blue March: Informative & Educational Meeting

with Pierre Fabre Italy employees

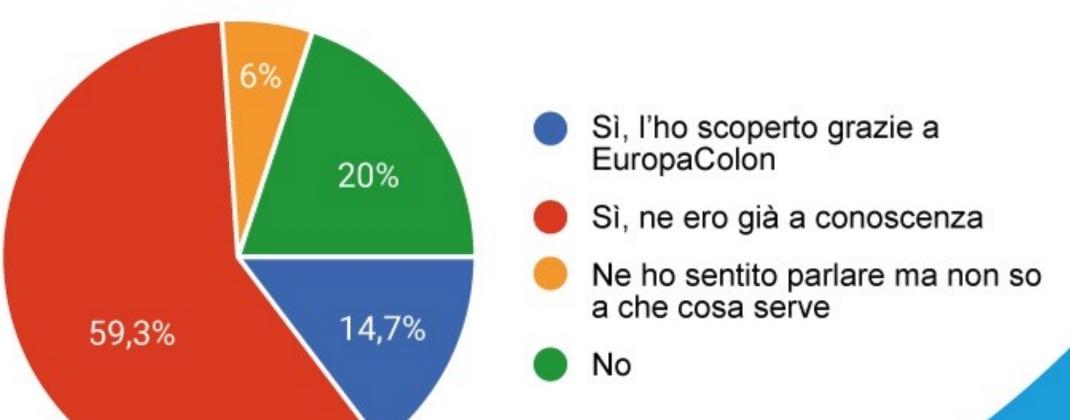
- CRC overview
- Signs & symptoms
- Risk factors
- Screening
- Pandemic impact on screening programs





EuropaColon Italia meets the chefs

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













MULTIDISCIPLINARY CANCER SCREENING
 COODINATION 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

VINCItogether with Italian Federation of Chefs



2022 - 2023





Thank you for the attention!