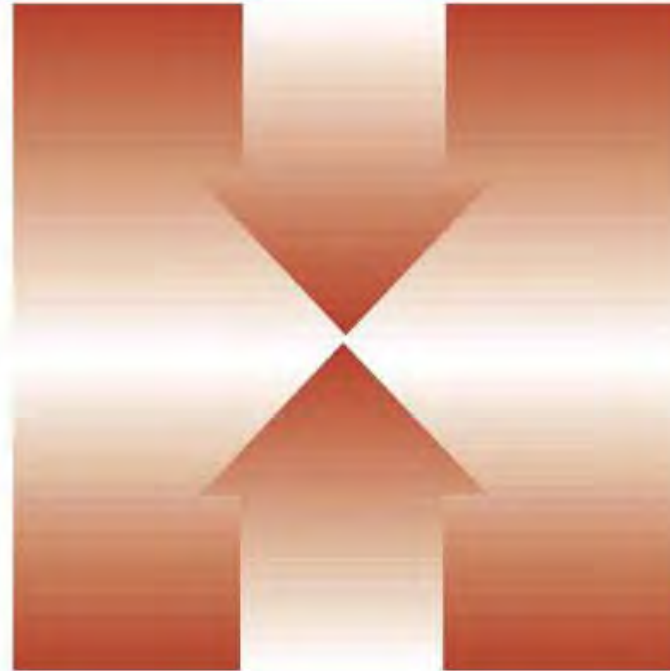


**Laboratorio
dei cittadini
per la salute**



Citizens' Workshop for Health

Giuseppe Cervino, Maria Benedettini, Davide Medici
AUSL di Bologna





visiting card



smiles

What - Where - When - Why

- a mixed group (~80 people) of health professionals and citizens
- in the area of Bologna Health Care Service
- started in late 2003 with a training course
- to work together on health care issues



Who

- health professionals from:
 - Bologna Health Care Service (Azienda Unità Sanitaria Locale di Bologna)
 - Bologna University Hospital (Azienda Ospedaliero-universitaria di Bologna, Policlinico S. Orsola-Malpighi)
 - pharmacies (Federfarma, AFM)
- citizens from:
 - voluntary agencies
 - patients' associations
 - retired persons' organizations
 - trade unions

Working together

- to use the citizen/user's point of view to identify topics and to propose health care service improvements
- to produce information clear, accessible and conflicts-of-interest-free on health issues
- to escape from top-down schemes and to find innovative styles of communication between professionals and citizens
- to take advantage of existent community networks as peer-to-peer communication channels
- to build up an alliance with local community
- to switch from health policies made for citizens to health policies made **with** citizens

Issue 1 - Missed Cancellations

- the founding training course (2003) ended with a project work, whose subject was proposed by some of the participating citizens: the examinations and tests lost because of missed cancellation
- aim: to reduce the number of missed cancellation in order to optimize the use of available resources and as a contribute to shorten waiting lists
- project steps:
 - estimate the event
 - build information
 - make a communication plan

Missed Cancellations – Actions

estimate

In 2003, more than 18,000 specialist examinations and outpatients tests (in Bologna city area) were not performed because those who booked them didn't turn up for the appointment and never cancelled it

1-year campaign



peer-to-peer communication in collaborating pharmacies

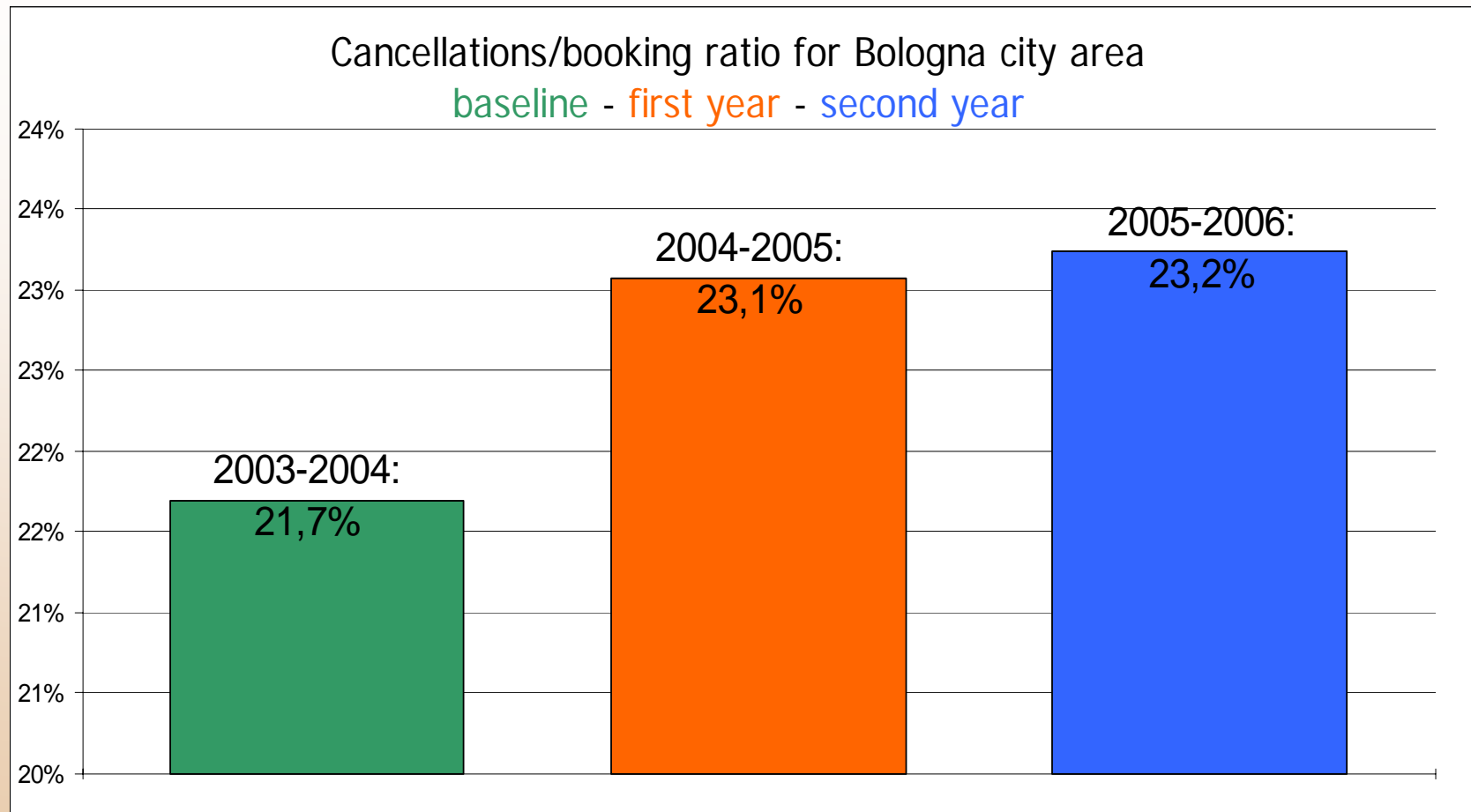


theatrical event



“If you cannot make a booked test or specialist examination, cancel in time and speed up access for someone else”

Missed Cancellations – Results



	Baseline 2003-2004	1st year 2004-2005	2nd year 2005-2006	Δ 1st yr. - baseline	Δ 2nd yr. - baseline
Bookings	1.399.659	1.391.063	1.445.632	-8.596	45.973
Cancellations	303.622	321.025	335.757	17.403	32.135
% C/B	21,7%	23,1%	23,2%	1,4%	1,5%

Issue 2 – Oncological prevention

- subject proposed by both participating citizens and professionals: what is a correct prevention behaviour?
- aim: to increase the number of people participating to the three national screening programmes (breast, cervix and colon rectum) and to inform them about the pros and cons of these tests and “spontaneous” ones (e.g. PSA)
- project steps:
 - EBM research
 - research on low-participation groups (immigrates)
 - collect information needs
 - build information
 - communication plan

Oncological prevention – Actions

EBM reviews

- screening tests efficacy
- efficacy of the interventions to increase screening participation
- harm/benefit balance of PSA test in early prostate cancer detection

Information needs collected with forms built through focus groups

- 760 women in AUSL sites
- 500 women in informal sites (hairdresser shops)
- 200 men in different informal sites

Immigration survey

- which ethnic/linguistic groups
- their distribution on the province of Bologna area
- their demographic relevance to the screening programmes
- participation rates

Information material produced

- adjusted to information needs
- contents coming from researches translated and adapted with the contribute of citizens
- tested on 200 people for comprehensibility and readability

Communication campaign

“Non ti scordar di te” (Forget-you-not)

21 mercoledì 21 settembre mercoledì 21 settembre mercoledì 21 settembre

mammograppes

Programma per la prevenzione del

Appuntamento dott. Ro
medico di famiglia

SCREENING.
vuol dire salute

Programma per la prevenzione dei tumori del colon-retto

Non ti scordar di te

Ricordati di partecipare agli screening
del servizio sanitario regionale,
e di fare solo gli esami che ti consiglia il tuo medico.

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EMILIA-ROMAGNA
Azienda Unità Sanitaria Locale di Bologna

Pian
Per la
Salute

Forget-You-Not

Не забывай о себе

لا تنسى نفسك

不要忘记你

Ne vous oubliez pas

Non ti scordar di te

Non ti scordar di te - Launch event

training courses
strike back

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Laboratorio
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per la salute

Corso di formazione per cittadini e operatori sanitari

**LA PREVENZIONE ONCOLOGICA
DALL'EMOZIONE ALLA COMUNICAZIONE
STRUMENTI E MESSAGGI EFFICACI**

26 settembre, 9 ottobre
14.30 - 18.30
6 novembre 2006
15.00 - 22.30

Sala Polivalente "R. Martelli"
Centro Civico Savena
via Faenza, 4 - Bologna
con il patrocinio del Quartiere Savena

SERVIZIO SANITARIO REGIONALE
EMILIA-ROMAGNA
Coordinamento e gestione corsi corsi e iniziative di Bologna

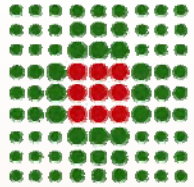
Piano
Per la
Salute



another night
at the theatre

on the road
again - 6 dates
in Bologna and
around





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Azienda Unità Sanitaria Locale di Bologna



thank you for your attention
grazie

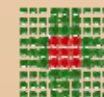
lab.citsal@ausl.bo.it

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Laboratorio
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Freiburg, 1st June 2007



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