



UNIVERSITÀ DEGLI STUDI DI NAPOLI  
**FEDERICO II**



Organizzazione  
delle Nazioni Unite  
per l'Educazione,  
la Scienza e la Cultura



Cattedra UNESCO "Educazione alla  
salute e allo sviluppo sostenibile",  
Università degli Studi di Napoli Federico II,  
Napoli (Italia)



## Progetto **DONNE**

*Il festival della salute e del benessere femminile*

### Introduction:

As Arthur Schopenhauer used to say "Health isn't everything, but without it, everything else is nothing". The project named "DONNE" (Women) aims to encourage women, from childhood to elderly age, to assimilate information about the most common diseases, their prevention, therapy and, eventually, how to face diagnosis and care.

According to the latest ISTAT dates, there is an expanding life expectancy in recent years in Italy: in average, men survive up to 80,8 years (+0,2 respect to 2017) and women up to 85,2 years (+0,3). At 65 years old, residual lifetime is 19,3 years for men (+0,3 on 2017) and 22,4 years for women (+0,2). Additionally, it is important to consider how sustainability of health care system has a big limitation in the gradual increase of elderly people: in fact, from January 1<sup>st</sup> 2019, people over 65 years has been estimated 13,8 million ( they are 22,8 % of total population), approximately twice more than young people up to the age of 14 (about 8 million, 13,2 %). In 2030, the over 85's are estimated to exceed the 20% of the Italian population.

This project has both educational and social targets, because it aims at increasing knowledge on major diseases and at developing a greater female awareness to protect their own health

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and their family. In fact, health education in the female world has a secondary positive effect in the improvement of health conditions of whole household, because is a women's task to cure all family member's health (children, parents, relatives).

There are a lot of initiatives organized for women's health in all Europe Countries, including Italy. However, our project aims at adding the relevant aspect of care to that of growing awareness on women health. In fact, the project "DONNE" is organized considering two main objectives: 1) to give right information about controversial female's health issues by organizing round tables, talk shows, conferences and debates that involved the most known Italian and international key opinion leaders; 2) to make available to all women an array of free specialist visits thanks to the collaboration with Health Campus Onlus, that has the best practice consolidated to set up free-outpatients visits in many Italian squares since 2010 (see [www.campussalute.it](http://www.campussalute.it) for pictures and videos of the many events already organized). The medical examinations offered to women of all ages, includes first level diagnostic procedures, for example cardiologic visit with electrocardiogram and echocardiogram, gynaecological examination with pelvic ultrasound and PAP test, breast screening including metabolic and nutritional analysis, ultrasound and mammography (a complete list is showed in *Table 1*), according with the opinion of the physician.

As corollary of the two main objectives, educational and healthcare sections, the project "Donne" is enriched also with a cultural component, because health can not be reached without an appropriate level of education and culture. So, as cinema, theatre, music, painting, sculpture, mode and show-cooking could be valuable weapons to conquer a complete and mature gender equality, that there isn't in Italy, we are going to organize theme nights that are going to allow a continuous stream of knowledges and flavors which make the health female week a body and spirit celebration, the right chance to take care of themselves and to enjoy our city's attractions.

### **Objective:**

This project is an event lasting from 4 to 6 days ( in relation with financial sustainability) with the following aims:

1. To give medical free visits to all female population, from children to elderly, helping them to make screenings for major diseases (see Table 1). The hospital will be organized in Piazza del Plebiscito in Napoli.
2. To allow careful information and reliable training, about female health from adolescence to old age, in cooperation with the Italian and international key opinion leaders and with media newspapers and television through the organization of talk-shows, round tables, workshops and debates focused on the most updated of themes.
3. To teach healthy nutrition by organizing show-cooking with the most important chefs of our region to improve the quality in food preparation, and doing this, the quality of health.

A show-cooking part is going to be dedicated to multiethnic cookery to show and inform the variety of ethnic groups who lives in our territory through no profit associations' collaboration.

4. To improve the interest with the organization of events of movie, theatre, music, art painting and photo exhibitions, performed, headed and imagined by italian women, and fashion shows of the most modern stylists in national and international scenarios.

### **Methods:**

1. Free medicals examinations thanks to the collaboration with the association "Health Campus Onlus" that from 10 years encourage citizen's healthy with events in italian's squares ( [www.campusdellasalute.it](http://www.campusdellasalute.it)) . The field hospital will be set up in Piazza del Plebiscito, headquarters of the event. The Unione Industriali of Naples is partner of the event.
2. Athletic performances in collaboration with areas associations. The possible zone that is going to host the athletic demonstrations is Municipio's Square , headquarter of sporting manifestation in collaboration with City of Naples.
3. Conferences, Talk-Shows, Round Tables and female health workshops are organized by Prof. Annamaria Colao and the staff of Unesco Chair on "Health Education and Sustainable Development". This organization is opened to the cooperation with research entities, universities or private and public medical structures with interest in this project.
4. A feminine movie festival curated by Rosita Marchese. The location is widespread to Naples' cinemas which are going to participate in the manifestation.
5. A feminine theatre programme curated by Rosaria de Cicco, actress. The location is widespread to Naples' theatre which are going to participate in the manifestation.
6. A feminine painting and sculpture exhibition curated by known international artists. The Director of this part such as the location in which is going to be, are currently under development, featuring with Istituto di Cultura Meridionale.
7. Fashion shows with major stylists curated by male and female globally known stylists. The director of this part such as the location in which is going to be are currently under development, in collaboration with Unione Industriali di Napoli.
8. Show-cooking in collaboration with the most famous chefs of our region to improve quality in food preparation and by this way of the health, curated by "Dolce e Salato" school of the chef Giuseppe d'Addio. A part of the cooking show will be dedicated to multiethnic food to inform and show cooking traditions in the different ethnicity already present in our territory, through the cooperation with the associations no-profit.

The possible locations will be the courtyard of Castel Nuovo, Piazza del Plebiscito, courtyard of Royal Palace.

9. Concerts. The director of this part such as the location in which is going to be, are currently under development in collaboration with Comune di Napoli.

#### Location and Date:

Naples, city founded by the nymph Partenope, is the perfect location to host a feminine health manifestation. The selected days are from May 29 to June 2 of 2020.

#### Stakeholders:

City, province, region, tourism, hotels, restaurants, cinemas, theatres, transportation, associations, private medicines, clothing chains.

#### Partners:

 <p><i>Campus Salute</i></p>	 <p>COMUNE DI NAPOLI</p>
 <p><b>SPORTFORM</b> ASSOCIAZIONE</p>	 <p>ISTITUTO DI CULTURA MERIDIONALE</p>
 <p>Camera di Commercio Napoli</p>	 <p>Unione Industriali Napoli</p>



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Table 1: List of free visits and paths available to women during the event "DONNE"

Visits	Diagnostic tests*
Reception	Blood pressure and blood sugar measurement, Weight, Height, Waist Circumference
Cardiology	Electrocardiogram and Echocardiogram
Dermatology	Melanoma screening and skin aging
Endocrinology	Thyroid and parathyroid gland ultrasound, screening of adrenal, hypothalamus pituitary diseases, genetic syndromes.
Gastroenterology	Visit, fibroscan and Hepatobiliary ultrasound
Geriatrics	Tests to evaluate cognitive appraisal, blood pressure measurement
Gynaecology	Pelvic ultrasound, PAP test
Metabolism	Screening for obesity and diabetes. Bioelectrical impedance analysis, Test of dietary habits, exercise performance test, flavor sensitivity test, psychological consultation
Nephrology	Bioelectrical impedance analysis, visit
Dentistry	Visit to screen dental anomalies in children
Paediatrics	Auxology, puberty and addiction screening
Pneumology	Spirometry
Senology	Metabolic screening, Mammary glands ultrasound, mammogram (if camper available)
Ophthalmology	To be defined
Osteoporosis	Ultrasonography of the heel, Test of dietary habits, exercise performance test
Migraine	Screening for obesity, diabetes and menstrual disturbances. Bioelectrical impedance analysis, Test of dietary habits, exercise performance test, psychological consultation, neurological visit

Table 2: List of topics to be addressed during the event DONNE to the organization of talk-shows, round tables and workshops.

Topics	Curators to be added
The replacement therapy of menopause	
The prevention strategy and treatment of breast cancer	
Osteoporosis	
Thyroid disease: is this an epidemic?	
Gastroenterology: Hepatobiliary ultrasound	
Memory disorders	
Domestic violence: what legislative instruments and aid we have?	
What is obesity?	
So many diets... which is the best?	
Female genital mutilation: how to understand traditions?	
Sex and love in adolescence	

Table 3: Sponsorship costs

Visits	Specifics	Costs* (€)
Reception	4 workstations with desk, chairs, T-shirts and scrubs to workers, kit to test of blood sugar, sphygmomanometer, balance and stadiometer, tablet to the tests, sterile equipment and equipment for sanitation of exam room	25.000,00
Cardiology (n=3)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, Elettrocardiografo e carta per la stampa, Ecocardiografo e gel. Sterile equipment and equipment for sanitation of exam room	15.000,00
Dermatology:	Table, Room divider, Desk,	15.000,00



Melanoma (n=3)	Computer with Printer, Chairs, T-shirts and scrubs to workers, nevoscopio. Sterile equipment and equipment for sanitation of exam room	
Dermatology: Skin aging (n=3)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, nevoscopio. Sterile equipment and equipment for sanitation of exam room	15.000,00
Gastroenterology (n=3)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, Sonogram and ultrasound jelly. Sterile equipment and equipment for sanitation of exam room	15.000,00
Geriatrics (n=3)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, sphygmomanometer, tablet to the tests.	15.000,00
Gynaecology (n=4)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, Sonogram with probe trans-vaginale and ultrasound jelly. Fixing material for PAP test and for reading of the test. Sterile equipment and equipment for sanitation of exam room	25.000,00
Metabolic test: Obesity and Diabetes(n=5)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, Impedanzometer with electrodes, Stadiometer, Balance, tablet for the tests. Sterile equipment and equipment for sanitation of exam room	25.000,00
Nephrology (n=3)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers,	15.000,00



	Impedenzometer with electrodes, Stadiometer, Balance, tablet for the tests. Sterile equipment and equipment for sanitation of exam room	
Dentistry (n=2)	Riunito. Sterile equipment and equipment for sanitation of exam room	15.000,00
Paediatrics (n=3)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, Impedenzometer with electrodes, Stadiometer, Balance, tablet for the tests. Sterile equipment and equipment for sanitation of exam room	15.000,00
Pneumology (n=3)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, Spirometer. Sterile equipment and equipment for sanitation of exam room	15.000,00
Senology (n=4)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, Sonogram and ultrasound jelly.	25.000.00
N=	Mammography Camper	To be quoted
Osteoporosis (n=3)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, Sonogram and ultrasound jelly.	15.000,00
Ophthalmology	To define	To be quoted
Migraine (n=5)	Table, Room divider, Desk, Computer with Printer, Chairs, T-shirts and scrubs to workers, Impedenzometer with electrodes, Stadiometer, Balance, tablet for the tests. Sterile equipment and equipment for sanitation of exam room	25.000,00

- Each visit can be hosted in more than one workstation in relation to the availability of doctors and sponsorships to increase the number of women who will benefit from it
- The funds will be received by the Health Campus Onlus, the founding partner of the UNESCO Chair "Health Education and Health Sustainability", which will place them in a pocket dedicated to the event and will be responsible for it for tax purposes.

Meeting the public	Specifics	Costs* (€)
Talk-Shows Length 45 min	Room with armchairs and microphones, television and / or streaming connection, with or without audience in the room. 3 national experts, 1 professional journalist	7.500,00
Workshops Length 90-120 min	Room with video projection, desk for the speaker and for the moderators and microphones, television and / or streaming connection, with audience in the room. 3-5 national experts, 1-2 professional journalists. Printing of paper material for invitations and program	25.000,00
Round Table Length 60 min	Room with armchairs and microphones, or with video projection, desk for the speaker and moderators in a television and / or streaming connection, with or without audience in the room. 3-4 national experts, 1 professional journalist	10.000,00

Other events	Specifics	Costs* (€)
Movie Festival	To be defined	
Feminine theatre	To be defined	
Fashion shows	To be defined	
Concerts	To be defined	
Show cookings	To be defined	



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