



GOOD EXAMPLE ON PATIENT-CENTRED CANCER CARE

INTENT CE1047 project





Name of your Institute:	Veneto Institute of Oncology - IOV - IRCCS (Institute for Research, Hospitalisation and Healthcare)
Address:	Via Gattamelata, 64 Padua - Italy
Title of the good example:	Redefine me <i>A psycho-oncological narrative intervention for women with breast cancer</i>
Start date of the implementation:	March 2019
End date of the implementation:	July 2020
Dimension according to the INTENT Patient-Centred Cancer Care Model	1. Patient centred culture
Keywords:	Patient Empowerment Psycho-Oncological support Integrative medicine Quality of care
Contact person:	Coordinator: Dr. Samantha Serpentine Psycho-Oncology Unit Coordinator of the Psycho-Oncology Service of the Breast Unit Veneto Institute of Oncology IOV-IRCCS e-mail: samantha.serpentine@iov.veneto.it
Further information:	website: https://www.padovanet.it/evento/mostra-fotografica-redefine-me-mi-ridefinisco



Objective of the good example

- Promote awareness and psychological elaboration of the illness through the therapeutic use of an art form: photography
- Improve quality of life and psychological well-being of cancer patients
- Support the recovery process of the life trajectory after cancer

Scope of the good example

This initiative aims to respond to the psychological support needs of patients with breast cancer, applying a complementary group intervention that uses photography as a narrative tool.

The project was carried out by the Breast Unit Psycho-Oncology Service in collaboration with the voluntary association ANGOLO and ended with a photographic exhibition in Padua in July 2020 that will be in the Veneto Region in 2021.

The event aims to tell the autobiographical experiences of breast cancer patients and stimulate the population awareness of cancer and social solidarity.

Description of the implementation

- Writing the project
- Collaboration with the voluntary association
- Presentation and authorization of the project to management
- Patient enrolment and organization of the group
- Realization of a psychotherapeutic path with photography as a tool
- Realization of the exhibition in Padua (July 2020)
- Realization of a traveling exhibition (2021)

Key success factors and barriers

Success factors

- Active participation of patients
- Multidimensional approach to cancer
- Social solidarity

Barriers

- Overcoming some prejudices against narrative medicine and complementary interventions in oncology
- The pandemic COVID-19 emergency with social constraints delayed the timing of the photographic exhibition

Lessons learned

- Finding new ways to talk about cancer
- Tell the real life of patients and their families
- Sharing life stories beyond illness