

# GOOD EXAMPLE ON PATIENT-CENTRED CANCER CARE

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**INTENT CE1047 project**

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| <b>Name of your Institute:</b>   | Veneto Institute of Oncology - IOV - IRCCS (Institute for Research, Hospitalisation and Healthcare)  |
| <b>Address:</b>  | Via Gattamelata, 64 Padua - Italy  |
| <b>Title of the good example:</b>  | Explaining Oncology Research... In Cartoons  |
| <b>Start date of the implementation:</b>                                   | 2019   |
| <b>End date of the implementation:</b>                                     | 2021   |
| <b>Dimension according to the INTENT Patient-Centred Cancer Care Model</b> | 2. Information, Communication, Education   |
| <b>Keywords:</b>   | Patient engagement<br>Scientific communication<br>Innovation in communication<br>Lay communication   |
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| <b>Further information:</b>  | ENG: <a href="https://www.ioveneto.it/en/research/explaining-oncology-research-in-cartoons/">https://www.ioveneto.it/en/research/explaining-oncology-research-in-cartoons/</a><br>ITA: <a href="https://www.ioveneto.it/ricerca/loncologia-spiegata/">https://www.ioveneto.it/ricerca/loncologia-spiegata/</a> |



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## Objective of the good example

The objective of the project was to familiarize that part of the population that has fewer opportunities to obtain information about oncology research and to explain in simple terms the mechanisms that regulate the functioning of the human body, how cancer might form, the progress made by researchers, the consolidated discoveries and new directions.

## Scope of the good example

The project was conceived by the Scientific Director of IOV and a team composed of two scientific consultants, a scientific journalist and an illustrator and was carried out with the contribution of many professionals of the research Institute with different skills in the field of cancer treatment and research who validated the contents of the booklets.

The main idea was to create a learning path for the population to familiarize themselves with oncology research and topics. Therefore, the main objective was to create a material that was easily usable, both from graphic and linguistic points of view, while reducing cultural and linguistic barriers as much as possible. The project was created to be disseminated online on the website, on the social channels of our research Institute and also in a printed version throughout the Paduan territory, as a result of important local partnerships. Given the empowering nature of the project, a group of patients, family members and citizens expressed their gratitude and interest in connection with the proposal as well as the qualitative aspects of the proposed material, answering a satisfaction questionnaire. The project saw further progress with the creation of graphic motions in order to follow the trend of surfing the web to gather information.

## Description of the implementation

- Project conception
- Briefing with professionals to choose the topics
- Content selection for each topic (writing texts)
- Storytelling (choice of using a narrative character)
- Identification of metaphors
- Drawings/cartoons
- 14 Booklets and Graphic motions

## Key success factors and barriers

Success factors:

- Selection and synthesis of contents
- Lay language and rhythm of the text
- Matching of topics with metaphors
- Use of images
- Positive take-home messages



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## Barriers:

- Broad target of population to be reached
- The need to summarize the topics as much as possible

## Lessons learned

- The need to ensure quick access to a correct scientific information
- Explain in a simple way how cancer research works
- Sincere communication towards the population and not only towards patients