

A Home for Art and Culture

The Arts contribute to people's psycho-physical wellbeing, to their peace of mind, and create an atmosphere of trust. For this reason, the Foundation has activated a multi-year programme of studies through the first national platform title *Cultura e Salute* ('Culture and Health'), together with over 60 cultural institutions. Among the pilot projects staged at St Anna, together with the **Education Department of Castello di Rivoli**, the Foundation activated what it calls a **Cantiere dell'Arte** ('Art Workshop') in order to transform healthcare spaces on the basis of patients' desires. With collective painting projects – involving more than two thousand people – passageways, waiting rooms and whole wards have been given a new lease of life, becoming more hospitable with images and colours evoking the pleasantness of a garden, a metaphor dear to every culture.

Numerous artists have decided to collaborate with the Foundation. Among these, we might mention Michelangelo Pistoletto, who in St Anna unveiled his symbol of re-birth: the *Third Paradise*; Massimo Barzagli who has promoted performances with staff, and donated the work *Save our Flowers*; and Diego Testolin, who donated his *Venere Italica*. Ezio Bosso, ever since the early days, has provided the soundtrack for the Foundation.

Since 2016, music has embraced the Hospital with over 350 events per year, calling on 13 cultural institutions and more than 220 artists. The **Vitamine musicali** ('Musical Vitamins'), enhanced since 2017 with the programme **Vitamine Jazz** ('Jazz Vitamins'), accompany women during oncological therapies, welcome new-borns as well as entertaining visitors while waiting.

On being discharged from the hospital, along with their Health Kit, each child is given a **Passaporto Culturale** ('Cultural Passport') which over the child's first year of life, grants the family free access to 36 museums throughout Piedmont, recognised as 'Family and Kid-Friendly' by the Museum Season Ticket network. The project **Nati con la Cultura** ('Born with Culture') is being applied throughout Italy, promoting the role of museums for parental support. Culture thus becomes a key element for babies to thrive and to adopt a healthy lifestyle right from their very first steps. Since 2019, together with the Public Libraries and the Reading Circle, a programme for the promotion of reading has been set up with a view to transforming waiting periods in hospital. And so, thanks to donations, 2,000 books have thus been made available.



Together, anything is possible

Over 15,000 people, companies and associations have helped to make this dream come true. You can participate as well in the charity projects of the **Fondazione Medicina a Misura di Donna Onlus**, contributing by:

- credit card, online via our safe server at www.medicinamisuradidonna.it
- bank transfer, made out to "Fondazione Medicina a Misura di Donna Onlus"
Account number (IBAN) – Intesa San Paolo bank:
IT64 G030 6909 6061 0000 0062768

Furthermore, you can also:

- devolve your 'Cinque per Mille' on Italian tax returns, writing "Fondazione Medicina a Misura di Donna", Tax Code 97721930010, all at no cost to you.
- become a SUPPORTER, through the website www.medicinamisuradidonna.it

For further information, write to info@medicinamisuradidonna.it

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MEDICINA
A MISURA
DI DONNA

FONDAZIONE ONLUS

“MEDICINE TAILORED TO THE WOMAN” FOUNDATION
ALONGSIDE WOMEN, FOR THEIR HEALTH, EVERY STEP OF THE WAY
WOMEN'S HEALTH OF IS THE HEALTH OF THE COMMUNITY



Who we are

The Fondazione Medicina a Misura di Donna (Medicine Tailored to the Woman's Foundation) was founded in 2009 in response to the needs of female patients, their loved ones and those who work in the St Anna Hospital in Torino, the largest centre in Europe for Obstetrics and Gynaecology.

Our mission

Our mission is to contribute to the creation of a healthcare environment which is ever more welcoming; to encourage scientific and technological research and training for personalised assistance; to promote the spread of information on risk prevention and health, creating a model that may be exported to other contexts.

The foundation's response to women's desires

The Foundation defines the priorities on which to intervene starting from a professional campaign of listening to patients, staff, trainees and families who asked for the spaces to be transformed, eliminating shades of grey and introducing colour, starting right from the entrance.

For this reason, the Foundation's first project, 'Benvenuti al S. Anna' consisted in the renovation of the **historic entrance hall to the Hospital**, a token of its level of commitment. Every day, a warm welcome is now given in a bright meeting space, with soft colours and works of art, all in keeping with

safety norms. The result may be felt in the peace of mind the environment provides, which is tangible in the behaviour of members of the public and of staff alike.

A similar atmosphere is to be found in the **new maternity ward**, opened in June 2018, thanks to the investments of the Compagnia di San Paolo and the Foundation.

Scientific and technological research and training at the service of women's health

Together with the University of Torino, the Foundation has financed research into the prevention and cure of obesity during pregnancy: a condition that affects 150 women out of 1,000, with serious consequences for the health of both the mother and her unborn child.

The Foundation committed to a purchasing campaign for the latest diagnostic and therapeutic tools. With various partnerships, including the University of Torino and the Distretto Rotary 2031, St Anna was endowed with:

- *US-COM*, an innovative diagnostic tool, non-invasive and harmless for both mother and foetus, capable of assessing the mother's cardio-vascular and haemodynamic functions through the use of ultrasound;



- *two colposcopes and the CO2 Laser System* for the diagnosis and treatment of illnesses of the lower female genital tract;

- *one cardiocograph for triplet pregnancies;*
- *three beds for the monitoring of foetal wellbeing*, handy for both mothers-to-be and healthcare operators;
- *two sampling seats* for the obstetrics ward.

A fundraising campaign is also underway for the purchase of other high-technology tools to enhance the quality of care.

The Foundation also collaborated on a major intervention by the University of Turin which led to the founding of the **REC** (Research and Educational Center): the only European centre capable of providing permanent training in all fields of obstetrics and gynaecology, and one of the ten centres in the world accredited to certify the acquisition of gynaecological surgical skills in line with European standards. 700 square metres on the -1 floor of St Anna have been completely transformed together with the corridors that lead to the radiotherapy and fertility preservation services and the gym.

The Foundation co-produces advanced training events with the help of mannequins and simulators, such as the courses on mini-invasive gynaecological surgery and the courses for the management of intrapartum emergencies. Encounters on the improvement doctor-patient communications are also staged.



Information on Risk Prevention and Health

The Foundation supports **information programmes for the promotion of health**, the prevention and cure of the main illnesses that concern women at all stages of their lives, such as the anti-smoking campaign, as well as encounters and info material on fertility preservation and living with tumours.

In order to reach out to the new generations more effectively, the Foundation, along with the International Federation of Gynaecology and Obstetrics and the Italian Society of Gynaecology and Obstetrics, launched **WELL! (Women Empowerment Learning Links)**, the **worldwide communication campaign** promoted via social networks on key issues for the safeguarding of women's health.