

Caring for Cancer Patients: the CNAO Social Approach

SILVIA MENEGHELLO – CNAO

OCTOBER 19, 2024

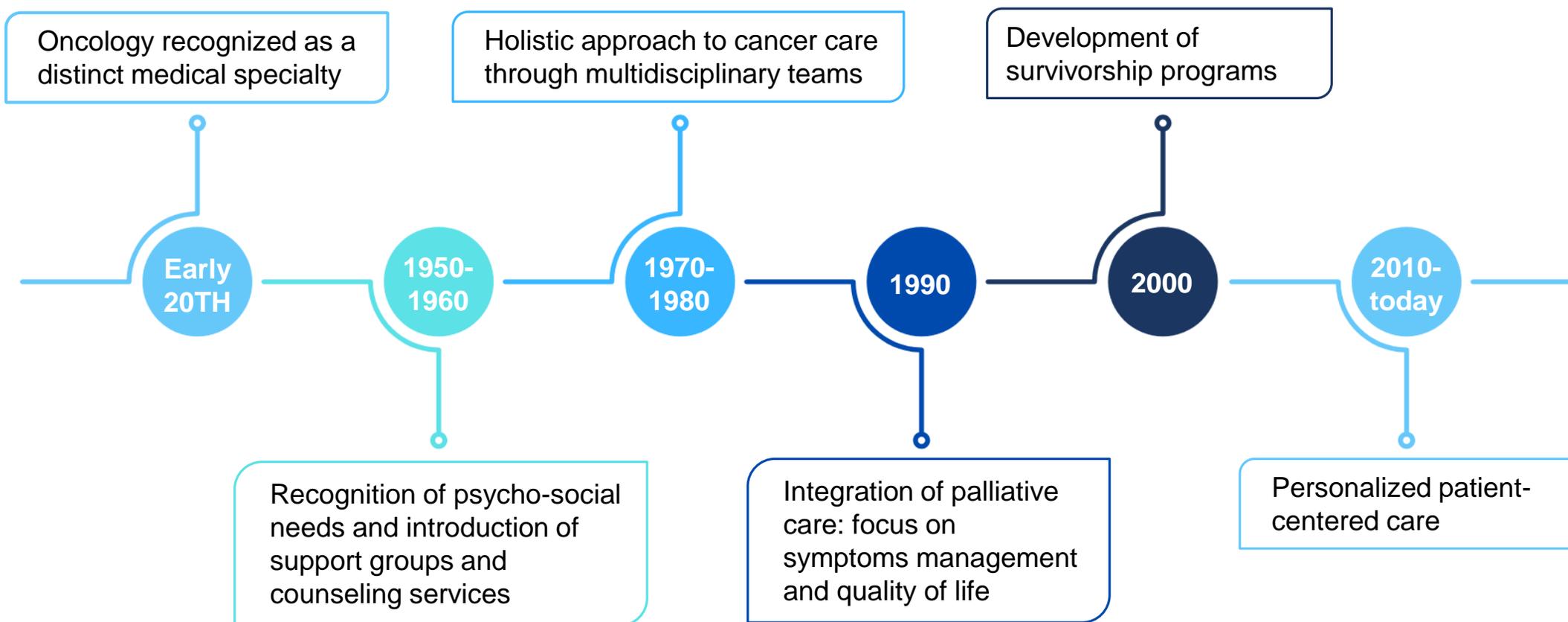


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101008548

Summary

- ❑ **Historical overview on welfare services in oncology**
- ❑ **CNAO Social approach**
- ❑ **Focus on pediatrics projects**
- ❑ **The role of Patients Associations**
- ❑ **Ongoing initiatives and future projects**
- ❑ **Benefits of the Social and Welfare Approach for patients**

Historical overview on welfare services in oncology



Access to care support

Access to Care: better access to healthcare services and advanced treatments

Quality of Treatment: ability to afford cutting-edge therapies after multidisciplinary discussions

The screenshot shows the CNAO website interface. At the top, there is a navigation menu with the following items: PATHOLOGIES THAT CAN BE TREATED, ACCESS TO TREATMENT (highlighted), HADRONTHERAPY, TREATMENT PROCESS, PATIENTS AREA, RESEARCH, and PHYSICIANS AREA. Below the navigation menu, there is a search icon and social media icons for Twitter and the UK flag. The main content area features a dark blue header with the text 'TO SUBMIT YOUR CASE FOR A FIRST TREATMENT EVALUATION WITH HADRONTHERAPY' and a large white button that says 'SEND YOUR DOCUMENTATION'. Below this, there is a breadcrumb trail: 'AGAINST RADIO-RESISTANT AND INOPERABLE TUMORS > Access to treatment > send your documentation'. The main content area is divided into two columns. The left column contains a large white box with a blue circular icon of a hand holding a document. To the right of this icon, there is a circled number '1' above the text 'ACCESS TO TREATMENT' and 'Download and fill in the following document that must be attached to the subsequent steps.' Below this text is a blue 'DOWNLOAD' button. The right column contains a small image of a patient in a hospital bed with the text 'IN FOREGROUND' above it. Below the image is the text 'Donate to research' and 'Via the "5x1000" tax or a standard donation, you can contribute to the progress of therapies and technology at CNAO.' Below this text is a blue 'LEARN MORE' button.

CNAO Experience:

a website which guides patients through a simple tool for their first clinical assessment

Psychological support

Mental Health: psychological support reduces stress and depression, improving disease response

Quality of Life: positive outlook enhances treatment adherence



Dr. Veronica Borelli
CNAO Psychologist, Psycho-
oncologist & Psychotherapist

CNAO Experience:

free psychological support service at all stages of the hadrontherapy treatment dedicated to patients, family members, caregiver, and also to clinical staff

Since 2018: 1000 patients followed

Psychological support

Family and Social Support: emotional comfort and practical assistance are crucial

Community Resources: access to support groups and educational programs



CNAO Experience:

experiential patients groups with the supervision of the psychologist to deal with fear and claustrophobia related to the treatment.

Community support

CNAO Experience:

events dedicated to patients and their families to provide educational and social well-being beyond illness



“Cancer and sexual well-being”

September 2023

Pelvic floor rehabilitation sessions with experts

“I am a Pearl of Beauty” March 2023

Event dedicated to head and neck cancer patients. Discussions on oncological issues, nutrition and psychotherapy, with the presence of a make-up artist expert in corrective make-up



Corrective makeup sessions



Laughter yoga session

“Portraits of Women” March 2024

Rebirth defilé for oncological patients turned into living sculptures wearing dresses made from hospital sheets, reversing their significance related to illness



Community support



CNAO Experience:

supporting programmes dedicated to parents,
like the Collaboration with Oscar's Angels Italia

Oscar's Angels Italia is a recognized association that plays a pioneering role in promoting in-hospital support for families with children and teenagers suffering from complex diseases.



Bruce Springsteen's concert – July 2023



Glory days in Rimini – September 2024

Installations for patients inside CNAO



WOUNDS OF LIGHT

Women portraits of their melanoma scars enhanced in gold, a special light of their courage, awareness and strength. A strong reference to the Japanese technique of “*kintsugi*”, which enhances the cracks in objects by making them unique.

Body Art Therapy Italia APS

Bodyart interventions on women submitted to surgery for cancer to make them experience the feeling of a new body, healed and relieved by the art-therapy



Installations for patients inside CNAO

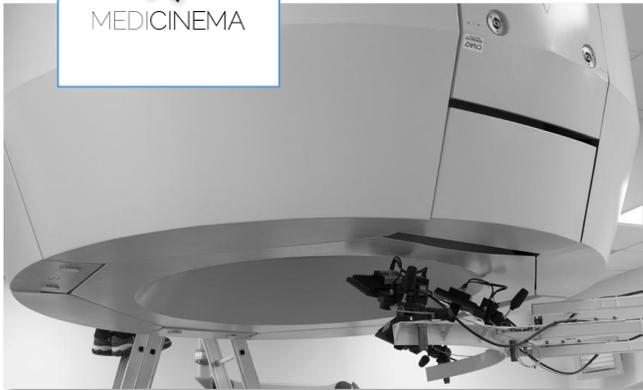
Wishing Well[®]

A wellness architecture intervention designed exclusively for CNAO.

Patients, caregivers and also CNAO staff can leave a message of hope that “flows” into the bottom of the well.

The well is inspired by the shape of CNAO's treatment rooms, making treatment less impactful and difficult as part of a humanizing process of technology.

WISHING AND WITNESSING WELLNESS



Educational Attainment

Health Literacy: better understanding of disease and treatment modalities



CNAO Experience:

guided tours of the facility for patients and their caregivers to discover the heart of the treatment, the synchrotron, and better understand hadrontherapy



Support outside CNAO

Visiting cultural sites can stimulate cognitive function and engage the mind, providing a positive **distraction from illness**.

Group activities foster social interactions, helping patients to build supportive relationships and **fight loneliness**.



Yoga sessions



Cultural visits



Tibetan singing bowl sessions

Focus on Pediatrics Patients

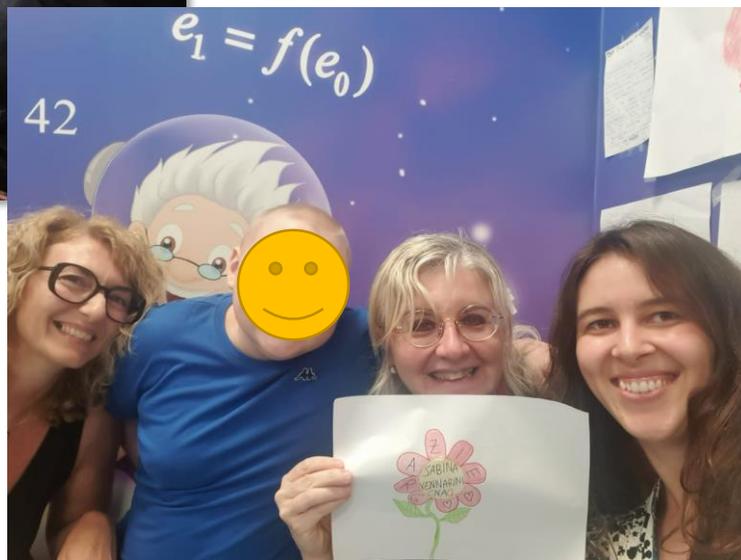
Psychological Support: the diagnosis and treatment of cancer can be extremely stressful for children and their families

Sense of Normalcy: spaces designed for children help to maintain an impression of normalcy

Family Support: the presence of adequate spaces allows families to stay close to their children offering emotional and practical support

Encouraging Adherence to Treatments: positive and welcoming environments can improve the cooperation of children and families with treatment protocols

Healthy personnel/patient relationship: the foundation of effective and humane health care



CNAO Experience:

the ability of our physicians and health care providers to build an empathetic and understanding relationship with patients results in better adherence to treatments, greater satisfaction, and, often, superior clinical outcomes.

The role of play in the oncological child

Benefits: Play represents a way through which children express their sense of discomfort during illness.

CNAO Experience:
implement a treatment pathway as child-friendly as possible, and organize leisure time for children and their families.

Events for children



Decorated paediatric immobilization masks



Educational video to explain the treatment



The role of Patients Associations

Raising Awareness: organizing events to inform the public and stakeholders about oncological issues, also using social media to reach a wider audience

Building Community: creating networks for patients and families to share experiences and support each other

Providing Information: offering educational resources on cancer treatment, prevention, and care options

Patient Support Services: providing counseling, financial assistance and educational workshops

Fundraising: providing resources for patients and caregivers through support services and the realization of dedicated projects

The role of Patients Associations – CNAO's finalized projects

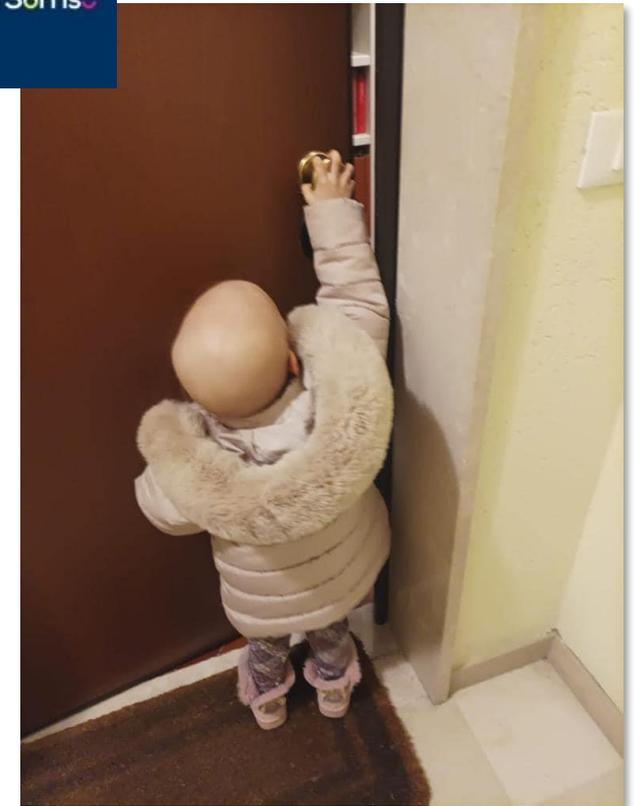
Electric cars for children



Fundraising to support housing costs for pediatric patients families



Awakening room for pediatric patients



The role of Patients Associations – CNAO's ongoing projects



Immersive CT room

Humanization of CT to change the psycho-sensory characteristics of space and create an immersive visual and auditory environment, comfortable and emotionally positive.

Benefits: making the little patient more cooperative by reducing the time in the CT room and in some cases avoiding sedation.



MeV super-hero tale

Waiting room and play area for pediatrics – CNAO’s future projects



Kids play area



Teens area



Relax area

Nursery area

School in hospital

Conclusions: benefits of the Social and Welfare Approach for patients

Access to Care: access to advanced treatments fosters a **sense of control and engagement in their care**

Mental Health: psychological support **reduces stress and depression**, improving disease response.

Lifestyle Factors: exposure to art, history, and nature can **stimulate cognitive function and reduce feelings of isolation** and depression.

Sense of Normalcy: participating in group outings can help patients feel a sense of normalcy and enjoyment in their lives.

Social Connection: group activities foster social interactions, **helping patients build supportive relationships and combat loneliness.**

Educational Attainment: **better understanding of disease** and treatment options.

Better adherence to treatments and superior clinical outcomes

THANK YOU



1501
ALMO COLLEGIO
BORROMEO



In collaborazione con

Fondazione IRCCS
Policlinico San Matteo

Sistema Socio Sanitario
Regione
Lombardia



Maugeri

RITRATTI di DONNA 8 MARZO 2024

#picassoreloaded

STEFANO BRESSANI

