



MEDICINA
A MISURA
DI DONNA

FONDAZIONE ONLUS

MEDICINA A MISURA DI DONNA FOUNDATION
BY WOMEN'S SIDE, FOR THEIR HEALTH, IN EVERY SEASON OF LIFE
WOMEN'S HEALTH IS THE HEALTH OF THE COMMUNITY

MEDICINA A MISURA DI DONNA FOUNDATION



The Foundation Medicina a Misura di Donna is a non-profit organization founded in 2009 by the civil society to meet the daily needs of staff and patients of Sant'Anna hospital in Torino. The organization's mission is to work with Institutions, the University and the Hospital in the field of gynecology and obstetrics to contribute to the humanization of care and of the environment and to scientific and technological research for an increasingly personalized level of care, creating a model that can be exported to other contexts.

FOUNDERS

Anita Arnaudo, Chiara Benedetto, Claudia Cionini Ciardi, Angela Colonna, Maria Luisa Fassero, Alessandra Maria Fissore, Emanuela Lazzerini, Catterina Seia, Vanda Maria Maifredi, Raffaella Micheletti, Laura Olivero, Margherita Spainì, Paola Vaccarino, Emma Costamagna.



Medicina a Misura di Donna Foundation

Our objectives

“Putting the most recent scientific discoveries and technological evolution at the service of women’s health, with a bio-socio-psychological approach that goes beyond pathology, with progressively personalized care beginning from prevention and the awareness that good health begins from lifestyle choices”.

Chiara Benedetto





The first place for intervention: Sant'Anna Hospital, the largest cradle in Europe

The Foundation began its research and action project at the Sant'Anna hospital in Torino which is the largest obstetric-gynecological hospital in Europe and is known nationally and regionally for highly specialized research such as the study and treatment of female cancers, reproductive medicine, urogynecology and the treatment of pathologies that affect both the mother and the fetus.

The Foundation has based its priorities on a professional listening campaign with focus groups and ethnographic analysis. All those who are involved with the hospital - patients, staff, students, families - have asked that a priority be made to create an environment that is more pleasant by removing gray and inserting color to give a better first impact.

SOME NOTABLE

1728
IN TORINO

First Obstetrics School
in Europe.

1933
TO SANT'ANNA

First Italian Centre for
the Diagnosis and
Treatment of Infertility.

1967
TO SANT'ANNA

First Italian Anesthesia
and Analgesia Service
dedicated exclusively
to Obstetrics and
Gynecology.

1967
TO SANT'ANNA

Development of
innovative surgical
techniques for ovarian
tumors.

1980
TO SANT'ANNA

Development of
innovative surgical
techniques for tumors
of the vulva.

1984
TO SANT'ANNA

First in-vitro fertilization
(IVF) in an Italian public
hospital.

2010
TO SANT'ANNA

First re-transplant of
cryopreserved ovarian
tissue in Italy.

2012
TO SANT'ANNA

First birth in Italy after
spontaneous conception
in a woman who had
undergone ovarian
re-transplant.

THE FOUNDATION'S INITIAL ANSWERS TO THE NEEDS EXPRESSED BY WOMEN

Welcome to Sant'Anna



Before



After



The lobby is the calling card of quality of service; it is the welcome that patients receive every day. This is why the first project promoted by the Foundation was "Benvenuti al Sant'Anna" (Welcome to Sant'Anna), namely the restructuring and the safety improvement of the historic lobby of the Sant'Anna hospital on via Ventimiglia 3.

The project, which also involved the aula magna of gynecology and obstetrics, was completed on December 21st, 2013. Now the lobby is a luminous meeting place that is safety compliant and has two listening rooms, warm colors and artwork; the resulting serenity can be observed in the behavior of the public and the staff.

The project was made possible by the involvement of the many community members beginning with a design donated by a great architect; a decisive contribution by service clubs, women's associations and cultural institutions; the Academy of fine arts; artists; companies who donated materials or supplies and many, many generous individuals.

A Health-Promoting culture. The Art Worksite

Numerous scientific studies have shown that the quality of the environment and the visibility of reassuring images which evoke nature and art contribute to the psychophysiological wellbeing and serenity of the patient and of the hospital staff and, therefore, to the success of the entire treatment.

This is where the idea of the “Cantiere dell’Arte” (Art Worksite) was born; it is one of the Foundation’s innovative trademarks: a collective work under the direction of the Education Department of the Castello di Rivoli for the transformation of spaces.

Eleven grey places were given new life with colors reminiscent of gardenscapes turning them into welcoming and pleasant environments. The artistic intervention goes beyond mere decoration. Each design takes into account the functional needs of the staff based on their own experience and becomes a facilitation to treatment; this is why, together with doctors and cultural institutions, we have created the world’s first alliance for the research/implementation of a “Cultura per la Salute” (Health-Promoting Culture).

Completed works

- 🌀 Maternity and Day Surgery
- 🌀 Departments
- 🌀 Gym
- 🌀 Stairs, corridors and common

Many artists have taken up the cause. Among them is Michelangelo Pistoletto who drew his sign-symbol of rebirth, “Terzo Paradiso” (Third Heaven), in the Hospital as well as others who have promoted collaborative performances or donated pieces that help create an atmosphere of trust and care at the hospital. The Maestro Ezio Bosso has been our soundtrack from the very beginning.





A Health-Promoting Culture. From the first steps. Born with Culture

Starting from the concept that culture is crucial for the psychophysiological wellbeing of everyone, an assumption endorsed by numerous scientific studies, "Nati con la Cultura" (Born with Culture) arises in collaboration with Palazzo Madama, the City Museum.

At birth, together with the Health kit at the time of hospital discharge, doctors give a **Cultural Passport to the family as a recommendation for good growth**: for the first years of a child's life, presenting the Passport at the ticket office of the museum, the whole family can enter for free and get in touch with the art and cultural heritage of the city, from the very first steps.

The project began at Sant'Anna Hospital in Torino to become a model adoptable worldwide.

Who has joined the project

- 🌀 Torino. Palazzo Madama, Ospedale Sant'Anna
- 🌀 Torino Internazionale per l'Abbonamento Torino Musei
- 🌀 Rivoli. Il Castello di Rivoli Museo di Arte Contemporanea, Asl T03 Ospedali di Rivoli e Susa
- 🌀 Napoli. Il MADRE Museo d'Arte Contemporanea Donnaregina, Policlinico della SUN
- 🌀 Pavia. Policlinico di Pavia, Musei Civici

Many cities have begun the planning phase and it is recommended by the European Federation of UNESCO Clubs and Centers.



Other completed projects

Information and Training

Together with a number of partners courses are organized to learn more about well-being, prevention and cure of pathologies affecting women in all seasons of life. The Foundation participates in the Onda Monitoring Center's health week; creating corporate courses concerning the health of mothers and children and the balance between professional and personal life.

The Foundation has collaborated in the creation of the 2016 European Congress of Gynecology and Obstetrics hosted by the European Board and College of Obstetrics and Gynecology (EBCOG).

Scientific research

Thanks to its President, Chair of the World Committee on Women's sexual and Reproductive Rights, the Foundation cooperates with **FIGO**, the International Federation of Gynecology and Obstetrics.

In 2016, the Foundation funded a research scholarship to the University of Torino for the prevention and treatment of obesity in pregnancy, a condition that affects 15% of women with serious consequences for the health of the mother and child.

Since 2010, we have been collaborating on research and projects concerning the relationship between "Cultura e Salute" (Culture and Health) with the Fitzcarraldo Foundation and ten other cognitive and cultural institutions, looking at the latest scientific frontiers of neuroscience and epigenetics. IULM University in Milano is expanding while keeping the impact of their development projects in mind.

*"Today is the first day
of chemotherapy.
I can't help but cry.
I wasn't ready,
but you're never ready.
The vibrations
of the unexpected music
changed my emotions,
which came out.
All this beauty was
a wish for the future.
A magic moment."*



*"These moments
of intense emotion
offer added value
to our professional
assistance
and help us stay close
to suffering."*

Staff training

The Foundation was a partner in the first "Co-Health" inter-disciplinary course with the University of Turin (gynecology, obstetrics, nursing) for the development of the students' soft skills (ability to work in teams, stress resistance and contingency management), through the methodology of social and community theatre.

Take care of yourself

A style coaching service is offered to menopausal women to improve their psychophysiological wellbeing through constant attention and self-awareness.

Musical pills

The gift of live music in the oncological Day Hospital, transforms the dark days of therapy, thanks to the city's musical institutions.

Diagnostic tools

In 2015, in collaboration with the University of Torino, the Foundation acquired an USCOM, an innovative, non-invasive diagnostic tool which is harmless to both mother and fetus and is able to assess the mother's cardiovascular and hemodynamic functions using ultrasound.



Our future commitments... and our dreams, which are also yours

Don't want to stop here. There are a lot of new challenges to face together to meet the hospital's demands to improve care and the healthcare environment beginning with the rebirth of departments. All this while keeping scientific research and training in mind which we support through the acquisition of technology.

Structural and artistic work in departments

The newest challenge for the Foundation is the renovation of the access area to the Fertility Preservation of Cancer and Radiotherapy Patients department; of the rooms for University training on mannequins and simulators; and of the gym located on the -1 floor of Sant'Anna hospital, partly financed by the participants to the lottery called "Curare la cura".

Furthermore, we expect new structural and artistic architectural interventions in other departments and we will have to create a direction that makes it easy to find a path toward the goal.

Art Workspace

The Health Authority has asked the Foundation to give new life to many other Hospital environments, primarily the Department of Gynecology, including a new look for all the rooms.

Acquisition of Equipment

- 🌀 A CO² Laser System for the treatment of pathologies of the lower female genital tract.
- 🌀 A robot entirely dedicated to Gynecologic Surgery

Basement today



The project



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Thanks to...

All this was made possible thanks to more than ten thousand citizens who shared the vision and...

Institutions

Università degli Studi di Torino, AOU Città della Salute e della Scienza di Torino, Consulta Regionale Femminile del Piemonte.

Associations

Distretto Rotary 2030, Soroptimist International Torino, Inner Wheel Torino Centro e 45mo Parallelo.

Partners

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Cultural partners

Accademia Albertina delle Belle Arti, Arteplurale, Artissima, Castello di Rivoli, Community and Social Theatre, Conservatorio Giuseppe Verdi di Torino, Filarmonica Teatro Regio di Torino, Fondazione Cittàdellarte, Fondazione Fitzcarraldo, Fondazione Magnetto, Fondazione Torino Musei, Istituto d'Arte Aldo Passoni di Torino, Liceo Artistico Francesco Casorati di Romagnano Sesia, Magica Torino, Magnum Photos, Opera Barolo, Palazzo Madama, Torino Città Capitale..

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These are our dreams. Possible Dreams. We can turn them into reality. Together.

You can support the Medicina a Misura di Donna Foundation through your donation:

- online credit card (Secure Server);
- bank transfer to: FONDAZIONE MEDICINA A MISURA DI DONNA – ONLUS

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Bank Transfers and credit card payments are tax deductible.

To support a specific project of the Medicina a Misura di Donna Foundation you can add it to the reason for payment at the time of payment.

5 permille

Donate your 5 permille of your tax return to the Medicina a Misura di Donna Foundation. The tax code to enter is 97721930010. It costs nothing.

The Medicina a Misura di Donna Foundation works to build lasting partnerships with all companies that are sensitive to the growth of the area where they work.

There are many ways in which we can cooperate, for example:

- Donation
- Co-marketing activities
- Financial contributions
- Technical contributions
- Fundraising among employees

For more information, write to info@medicinamisuradidonna.it

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