



HEALTH case study from ITALY

KNOWING IS BETTER: EXERCISES OF PREVENTIVE MEDICINE A social marketing project for diseases' prevention at Modena Philosophy Festival

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PROJECT

Modena Philosophy Festival is a nationally-known cultural and social event with about 120,000 visitors. During the 2007 edition (September 14-16), which was dedicated to "Knowledge", two paths for health were proposed to visitors:

1. one for **CARDIOVASCULAR PREVENTION**: measurement of weight, height, waist, and blood pressure, dietetic and cardiological advices;
2. one for **CANCER PREVENTION**: breast examination and/or health information.

MARKETING MIX



EVALUATION

More than 800 citizens participated to the project: 36% was overweight or obese, 14% had waist measures which exceed the normal limits, and 5% had high blood pressure.

PARTNERS: Philosophy Festival, Local Health Service of Modena, Modena Health Plan, Voluntary Associations: "Ilcestdiciliege" and "Gli Amici del Cuore"

