

EDUCATIONAL MARKETING FOR PEOPLE WITH SPECIFIC MEDICAL CONDITIONS



AgriXPlainer

Description of the activity

This educational marketing model aims to encourage the development of information material that can help to combat the problems experienced during oncology treatments or in particular health conditions and encourage moments of meeting and exchange. Choosing the most suitable foods, distributing meals over the day and other measures can alleviate the negative implications resulting from therapies.

Easy operations to be replicated

- Collaborate with the local healthcare company of reference, through hospitals and specialized centers;
- Involve medical specialists, nutritionists, and expert psychologists and psychotherapists;
- Organize training meetings;
- Develop information material, recipe books, and small cooking manuals;
- Expand the dissemination of information through the use of social channels.

Expected outcomes

- Acquisition of more information on the nutritional characteristics of foods;
- Acquire materials and information and learn about good dietary practices useful for cancer patients, people with particular health conditions, and family members;

Purpose	Added value	Target Audience
• Optimize knowledge on the origin of products, nutritional characteristics, and food safety;	Encourage the dissemination of the most correct and up-to-date information by medical	<ul style="list-style-type: none">• People who have particular health conditions

<ul style="list-style-type: none"> • Promote knowledge of the benefits deriving from the use of products from sustainable agriculture; • Improve the diet of cancer patients and people with particular health conditions; • Train cancer patients and people with particular health conditions on the quality of products and how to cook and use them daily. 	<p>personnel and nutritional experts on the diet to be followed during the delicate period preceding and following oncological treatments, through the promotion of good quality, genuine, and free from sophistication.</p>	<ul style="list-style-type: none"> • Medical doctors • Nutritionists; • Specialized psychologists and psychotherapists;
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Type of experts to be involved

- Medical doctors
- Nutritionists;
- Specialized psychologists and psychotherapists
- Educators and trainers
- Local farmers and producers

Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> • Rural areas and cities 	<ul style="list-style-type: none"> • Identity products of the locality to which they belong; • Quality agri-food products; • Environmentally friendly products. • Specific foods to provide people with particular health conditions with the correct intake of nutrients that favor their therapeutic path and improve their quality of life; 	<ul style="list-style-type: none"> • Collaboration with hospital facilities and healthcare sector experts.

Tips & tricks/successful case study

- Promote information material and various initiatives using all communication channels;
- Involve healthcare sector experts in defining the contents;
- Promote the activation of information seminars and cooking workshops;

The specialist medical department of the clinical oncology operational unit of the AUSL of Ferrara in collaboration with the University of Ferrara, shares fundamental guidelines on institutional sites through brochures and publications to promote dietary advice and recommendations for a correct lifestyle, for the prevention of tumors and recurrences, as well as describing the main indications for a healthy diet both during therapy and at the end of the oncological process.

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