



# PRO.M.I.S.

Programma Mattone Internazionale Salute





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ATTIVITA' ONLINE

PROMIS 2021

## **«Strumenti per la programmazione degli interventi: le Personas Blueprint»**

**26 febbraio 2021**

**Silvana Zanon, AULSS 3 Serenissima – Regione Veneto**



# Creare nuove personas: l'esperienza della Regione Veneto

## La creazione ... parte dalla realtà!

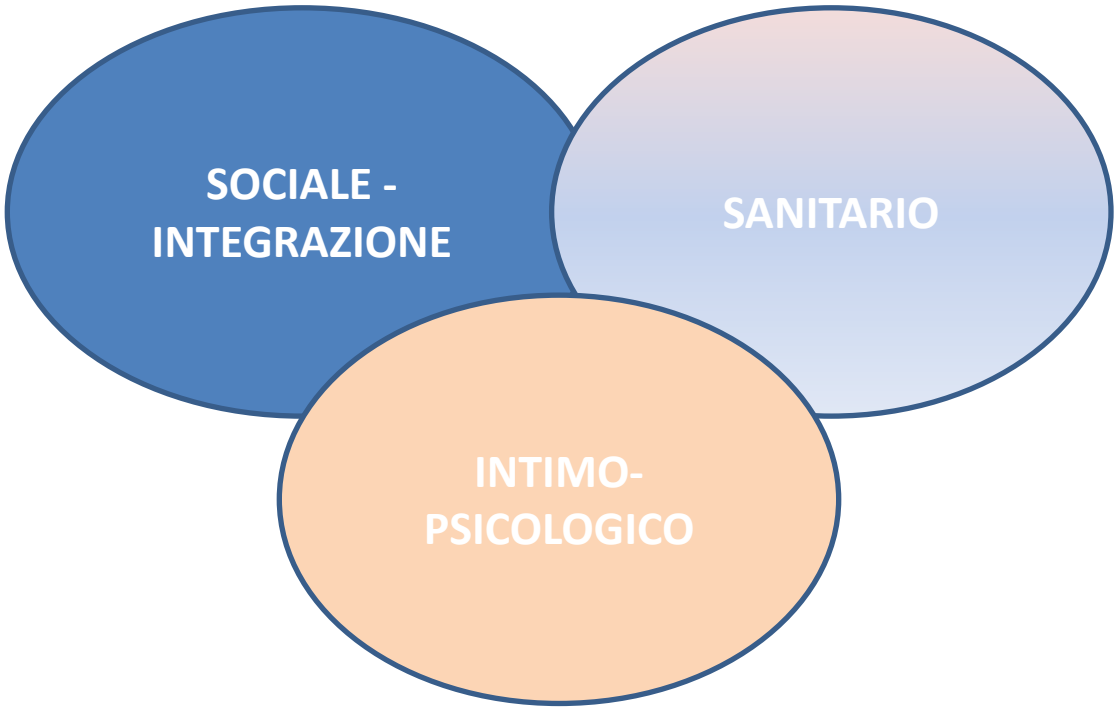


- Laboratorio esperienziale MITOSI di Venezia
- Target: donne in gravidanza
- Due tipologie di bisogni agli antipodi...

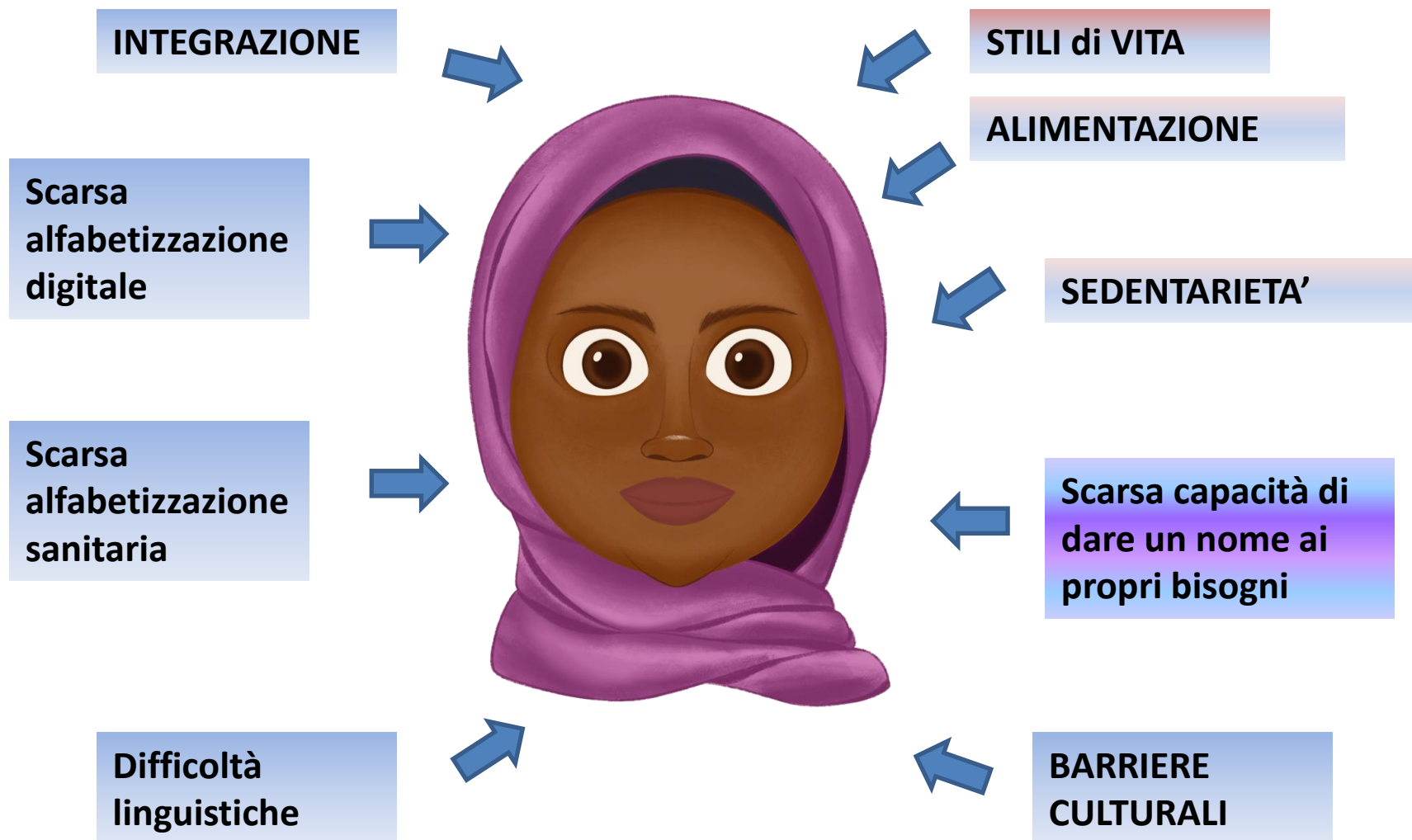


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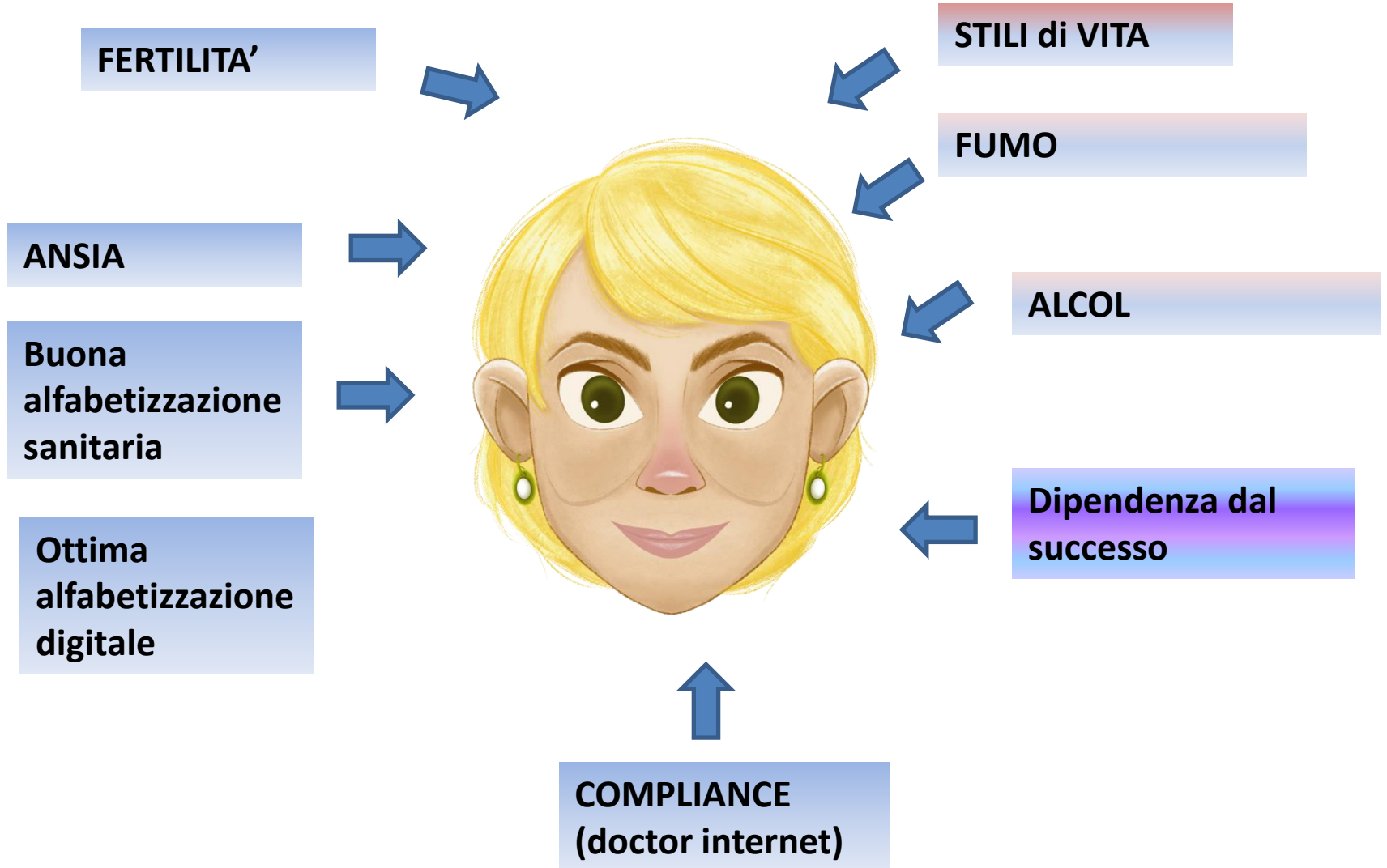
## I bisogni emersi dalle donne



# I bisogni emersi dalle donne



# I bisogni emersi dalle donne





# Creare nuove personas: l'esperienza della Regione Veneto



Web: [https://ec.europa.eu/eip/ageing/blueprint\\_en](https://ec.europa.eu/eip/ageing/blueprint_en)  
 Contact: [WE4AHA@empirica.com](mailto:WE4AHA@empirica.com)

## Meet Aisha



**Name:** Aisha      **Country:** Italy  
**Age:** 24      **Area:** Suburbs  
**Life course:** Working age adults  
**Need:** Complex needs  
**Connectivity:** smartphone

<b>Internet usage</b>	Low	<input type="range" value="80"/>	High
<b>Mobile device skills</b>	Low	<input type="range" value="80"/>	High
<b>Affinity to new tech</b>	Low	<input type="range" value="80"/>	High
<b>Digital Health Literacy</b>	Low	<input type="range" value="20"/>	High
<b>Assistance (ICT use)</b>	No	<input type="range" value="80"/>	Yes

Aisha is a 24-year-old housewife who moved to Italy from Morocco 5 years ago with her husband. She is now in her second pregnancy, the first child is 3 years old. Already upon her arrival in Italy she was overweight, but now, after the previous pregnancy, the few physical activity and unhealthy nutrition, she has reached a BMI of 29. She does not smoke, does not drink alcohol, but feels intimately uncomfortable with her weight, and very lonely. She is intelligent and curious, but this aspects has been sacrificed by her culture. She loves her baby and respects her husband, but often compensates her sense of incompleteness and loneliness with junky food. His window of freedom on the world are the social networks, Facebook. During the obstetric visit at the clinic they advised her to participate at the Mitosis laboratory to learn to eat better and practice physical activity. Her husband's resistance was overcome by the insistence of the doctor, who explained the risk of obesity in such a young woman, and the reassurance that only women will be present at the session. Aisha is hesitant to participate, but she would like to try because she has watched the photos of the laboratory and because the doctor tells her it would help her lose weight. She speaks just little Italian.

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Contact: [WE4AHA@empirica.com](mailto:WE4AHA@empirica.com)

## Meet Giulia



**Name:** Giulia      **Country:** Italy  
**Age:** 40      **Area:** Urban  
**Life course:** Working age adults  
**Need:** Generally well / good wellbeing  
**Connectivity:** smartphone, tablet, PC

<b>Internet usage</b>	Low	<input checked="" type="checkbox"/>	High
<b>Mobile device skills</b>	Low	<input checked="" type="checkbox"/>	High
<b>Affinity to new tech</b>	Low	<input checked="" type="checkbox"/>	High
<b>Digital Health Literacy</b>	Low	<input checked="" type="checkbox"/>	High
<b>Assistance (ICT use)</b>	No	<input checked="" type="checkbox"/>	Yes

Giulia is a 37-year-old manager who has staked everything on her career. She works in a major company in the Northeast, and at 36 she had to resort to IVF to have a baby. She cares about her fitness, goes to the gym regularly, but she's a heavy smoker. She has made several attempts to quit smoking, but work-related stress made her to fall back into the bad habit. The difficulties encountered in getting pregnant led her to question herself about the correct behaviors to adopt during pregnancy. She quit smoking as soon as she learned she was pregnant, but she wants to know more, because she thinks this is her last chance to become a mother. She is sensitive to any indication, she comes to MITOSI already with a strong background of knowledge. She is a bit in doubt about vaccinations, as she read a lot about no vax in internet. One thing is certain: motherhood for her represents a strong motivational drive for change.





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## Rerum cognoscere causas...

