



ConSORCI Hospitalari de Vic

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I would like to introduce you to the events that we have experienced in Osona that have taken more than twenty years, and which have involved lots of people.

Osona is a county of Catalonia situated approximately 70 Km to the North of Barcelona. It's a semirural county with an area of 1260 Km² that means 3.6% of Catalonia. It's formed by 51 villages. It has a population of 155,000 inhabitants, which means 2% of the Catalan population. There are two main cities Vic and Manlleu that includes 45% of the population. The population density is about 124 inhabitants/m². So, it's a low population with a high dispersion.

Health system is distributed between different providers. Consorci Hospitalari de Vic that is the main hospital, Hospital de Santa Creu and Hospital de Manlleu that are two intermediate care hospitals and eleven clinics that provides the primary care assistance, that are distributed in several points of primary care attention.

The average income per capita of Osona is €15,462/hab (Catalonia is €16,000/hab) and the unemployment rate of 14.6% (the same as Catalonia).

The county of Osona has been characterized for years by a conscientious society that have been involved in different projects that have had as a main topic health. Most of the times this social movement has been conducted by different associations.

In 1995 the first marathon promoted by *Osona against cancer* took place. This association is widely extended in the county and it's a grass roots organization. Their members are ordinary people belonging to all the social classes with the

objective of improving the care of patients who have been diagnosed with cancer. The objective of this marathon was to raise money in order to buy different specific equipment to improve the diagnostic and treatment of oncologic illness. Rotary club Vic-Osona was in charge of the organization and direction of the campaign. The collections were taken from individuals and companies. Companies and unions were involved. In different factories, workers could fill in a donation form that authorized the giving of some quantity of money from their salary for the objective proposed.

This collection has initially the objective of raising money for a mammograph, but after analyzing the situation of different oncologic illnesses in the county the purpose was widened. The initial objective was extended to the purchase of an echograph for urology and a videolaringoscopy. The design of the campaign was based on different premises: each citizen of Osona should be involved, from the youngest to the oldest; it should have a secondary objective that would be the diffusion of the importance of the preventive campaigns against cancer. A communication strategy was designed to give answers to frequent questions of people. Another important key was to achieve the involvement of the Hospital and the Health Department. Finally, when the involvement of all the stake holder was achieved the campaign began.

The final result was a higher quantity of money than expected. Equipment could be bought and it was donated to the Consortium Hospitalari of Vic the acute hospital so it could improve the care to patient suffering from oncologic illnesses.

The remaining amount was used to create a Research Foundation FORES, which is the acronym for the Fundació d'Osona per la Recerca i Educació Sanitàries. The quantity that have been raised was €280,000 (in that moment in pesetas), and it was a great quantity for the period when the campaign took place.

The second big campaign that took place in Osona was the marathon under the topic of mental health. It was detected the necessity of a new model of organization of the attention to mental health in Osona. The objective was to raise funds to build a facility that allowed to unify and expand the care of mental health in the county in order to give a quality care appropriate to the demand of the population. Secondary objectives of the campaign were to change the paradigm about mental health illness and to achieve that mental illness could be considered as a normal illness not being a discriminative tag. It was also important to involve politicians of our county with the idea of making facilities and services closest to the citizen.

The campaign began as if an Olympic Games were with the ignition of torches. Every village has a torch that should remain alight during all the campaign in a representative place of the village. So, these torches remind people the slogan of the campaign.

Different activities took place in all the villages. The campaign raised €375,671 (62,640,070 ptas).

This marathon was the beginning of a new model of working with mental health and it has been exported to other hospitals.

At this moment, I would like to explain another two examples of raising money for health bases objectives. The campaign organized for the same association *Osona against cancer* in order to collect money for the purchase of a digital mammogram. The slogan of the campaign was "*Estimo la mama*" (I love mama). This campaign managed to raise €330,000 that were invested in the purchase of a digital mammograph that allowed to improve the diagnosis of breast cancer. The way in which money was collected was similar to the previous experience that I have explained. The donation was also given to the CHV the acute hospital.

An agreement between *Osona against cancer*, the Department of Health of the Catalan Government and the hospital was needed in order that the equipment could be donated to the hospital.

The campaign was based on different activities done in all the county with and involvement of all the councils and the different villages. Activities included collecting money in the street or school festivals, theater, sportive competition, etc. Once again, the grass roots organization started the movement of the collection of the money. Other activities were a draw for a patchwork bed cover handmade by ladies, scratch card to collect money or a fashion show.

One of the last contributions done to the health care in Osona was the new building of the oncology ward. Since the beginning of the operation of the hospital, the activity referred to oncology illnesses had increased a lot and the complexity of the treatments had also increased. Room designated to these patients had been insufficient and they received treatments in uncomfortable conditions. Also, the incorporation of other professionals to the oncologist field of knowledge, as pharmacist has showed the need to increase the space designated to oncology. A new campaign promoted by the society and conducted by the association *Osona against cancer* was designed. This was a new marathon that had also the contribution of all the villages of the county and all of the population. The new ward could be inaugurated in July 2014. It cost approximately one million euros and 70% of this amount was financed by this extensive and charitable campaign.

And finally, one of the latest contributions of the social involvement in improving population health has been the support than Rotary Club of Vic-Osona, and *Osona against cancer* have given to the project that campaigns for the screening of colon cancer. The economical support of these entities achieved by the donations of society has allowed the health service to initiate this screening program earlier than it was expected.

Finally, as a reflection of all these examples that have taken place in Osona the important points to highlight:



Philanthropy in research and innovation in biosciences

- These projects have been possible initially by the promotion and direction of civil society that has managed to connect all the stakeholders: patients and associations, philanthropic entities, entities that provides health care such as hospitals and politicians.
- Without this cooperation, it wouldn't be possible to do this job.
- A trusting climate has been created between all the institutions and entities in the way that new projects are now easier to develop.
- The civil society of the county is able to be involved in collecting campaigns when there has been a tangible objective to fight for.
- Objective about education of the population regarding some illnesses were always included in the campaigns.