

COSTURAS

LIVING WITH BREAST CANCER

A Koen Suidgeest project produced by Líniazero Edicions

2016 Annual report

1. Introduction
2. Exhibition
3. Associations involved
4. Collaborating companies
5. Media impact
6. Our team
7. Overall evaluation

1. Introduction

In its third year on tour, the *Costuras – Living with breast cancer* exhibition:

- has visited 5 cities in Spain (2015: 4 in Spain, 1 in Portugal; 2014: 3 in Spain, 1 in Portugal);
- has lasted for a total of 121 days (2015: 82 days; 2014: 116 days);
- has been seen by some 15.500 visitors (2015: 4.500; 2014: 1.200);
- has been featured in at least 10 media, in addition to hospitals and other institutions' intranets (2015: 53 publications; 2014: 90 publications);
- has involved 10 entities and companies (2015: 7; 2014: 8);
- has 2.269 Facebook followers.

Since 2014, *Costuras – Living with breast cancer* has:

- exhibited 15 times in a total of 8 cities in Spain (3 times each in Barcelona and Madrid, twice in Palma) and 2 cities in Portugal;
- lasted for 319 days, and
- been seen by some 21.200 people.

The exhibition tour in 2016 has been made possible thanks to the involvement of Sanofi, the Andalusian School of Public Health together with the Ministry of Health of Andalusia and the Port Authority of Tarragona. The economic balance sheet of *Costuras – Living with breast cancer* is available for examination to any interested person or entity.

2. Tour

Sevilla: Virgen Macarena University Hospital (entrance hall)

Dates: 2 – 22 February

Address: Av. Doctor Fedriani, 3, 41071 Sevilla

Organizing entity: Virgen Macarena University Hospital

Collaborating entities: Sanofi, Ministry of Public Health of Andalusia

Visitors: approximately 8.000

Promotional activities:

- press conference and inauguration prior to the events of the III Cancer Patients Forum. Presentation marking the World's Women's Day (6th March); press release
- posters, postcards
- social media promotion

Notes:

- *Costuras – Living with breast cancer* was one of the events at the III Cancer Patients Forum.



Inauguration with the Minister of Health, D. Aquilino Alonso Miranda

Granada: Andalusian School of Public Health

Dates: 5 – 29 April 2016

Organizing entity: the Andalusian School of Public Health

Collaborating entities: Ministry of Public Health of Andalusia

Visitors: some 700

Promotional activities:

- Press release and follow-up.
- Online ads and banners and EASP social network pages, on Twitter under hashtags #mesdelasalud and #costurasaflorepiel

Notes:

- *Costuras – Living with breast cancer* was framed within the Month of Health events organized by EASP.
- The experience was very positively valued by EASP. As an institution open to the public and in direct contact with it, everything that reinforces and makes this attitude visible is important and positive. In their own words: *People were thrilled and made various comments, perhaps most importantly on the need to acknowledge the possibility of other forms of beauty in women*



Palma de Mallorca: Son Espases University Hospital (entrance hall)

Dates: 2 – 19 June

Address: Crta. Valldemossa 79. 07120 Palma

Organizing entity: Department of Oncology

Collaborating entity: Sanofi

Visitors: some 3.000

Promotional activities:

- Posters, postcards.

Palma de Mallorca: Son Llätzer Hospital (entrance hall)

Dates: 22nd June – 4th July

Address: Crta. Manacor, PK4 (Son Ferriol). 07198 Palma

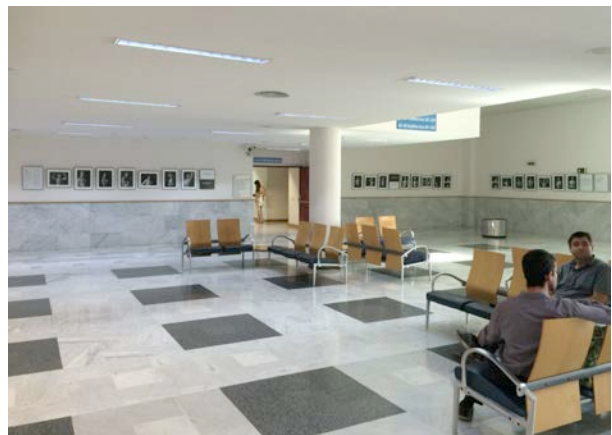
Organizing entity: Department of Oncology

Collaborating entity: Sanofi

Visitors: some 2.500

Promotional activities:

- Posters, web banners, social media and hospital intranet



Costuras in the halls of Son Espases and Son Llätzer, respectively.

Barcelona: Vall d'Hebron Hospital

Dates: 16th September – 10th October 2016

Address: Passeig de la Vall d'Hebron, 119-129. 08035 Barcelona

Participating association: Department of Oncology

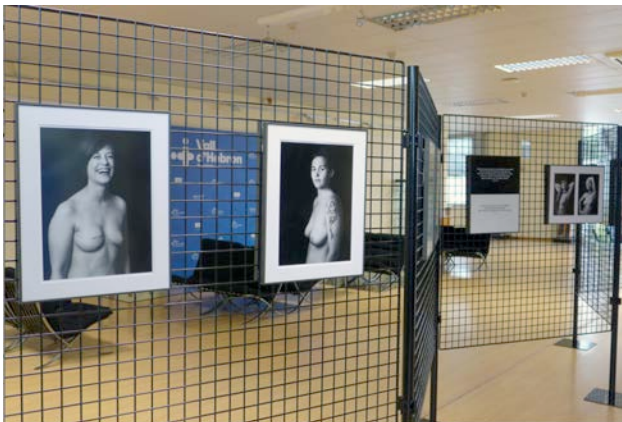
Visitors: some 800

Promotional activities:

- Posters, postcards
- Web promotion on the hospital intranet, as well as campus bulletin received by 8.000 hospital employees
- Social media, Twitter pages of the hospital and the Institute of Research

Notes:

- This exposition was the first in the “Costuras, now even easier” programme, whose aim is to make the photographs available to entities that do not have a sponsor or the resources to cover all the expenses.
- The photos were displayed in the teaching pavilion, in front of the main entrance of the auditorium.



Tarragona: Tinglado 1 at the Tarragona Port

Dates: 21st November – 11th December 2016

Address: Tinglado 1 del Moll de Costa del Port de Tarragona

Participating associations: Tarraco August Rotary Club, Spanish Association against Cancer

Collaborating entities: Port Authority of Tarragona

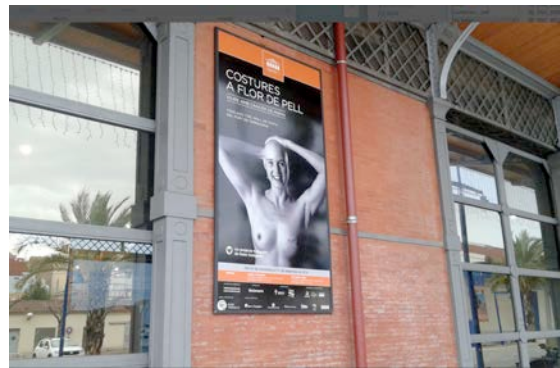
Visitors: some 510

Promotional activities:

- Poster, press release, outdoor signage
- Inauguration (21/11/2016)

Notes:

- This exhibition, sponsored by the Tarraco August Rotary Club, was also included in the “Costuras, now even easier” programme.



3. Associations involved

To present the exhibition in a city, we recommend involving a local cancer-related entity. *Costuras – Living with breast cancer* therefore serves as a framework for its activities and provides with an artistic and human aspect, as well as serving as an additional element of promotion for their activities and the social normalization of cancer.

Cancer Patients Forum of Andalusia

www.onconocimiento.net/foro/

Since 2010, this forum is part of the Integral Oncology Plan of the Ministry of Public Health of Andalusia. It aims at providing a space for dialogue, participation and accompaniment to people affected by cancer (patients, family and friends), as well as professionals in oncology specializations.

Andalusian School of Public Health (Granada)

www.easp.es

The Andalusian School of Public Health develops training activities, research and consultancy for the improvement of health and well-being and the management of social and health services. The exhibition was framed within the activities of the Month of Health.

Son Espases University Hospital (Palma de Mallorca)

www.hospitalsonespases.es

The Department of Oncology of the hospital decided to exhibit the photographs in the entrance hall and in the corridor leading to the bar-restaurant, in an area of great confluence of people. It was part of the awareness-raising activities organized by the hospital.

Son Llätzer Hospital (Palma de mallorca)

www.hsl.l.es

This hospital also exhibited *Costuras – Living with breast cancer* in the main lobby, to a high confluence of people.

Vall d'Hebron University Hospital (Barcelona)

www.vhebron.net

Since 2008, the hospital has hosted the Breast Cancer Centre, a multidisciplinary 2.000 m² space that includes the entire care circuit for the sick and all services related to the treatment of this type of cancer. The Mammary Pathology unit is one of the Spanish centers with the highest number of breast cancer patients. It has both a care and a research function.

Tarraco August Rotary Club (Tarragona) / Spanish Association against Cancer (AECC)

www.rotary2202.org / www.aecc.es

Not being an entity specifically dedicated to breast cancer, the Tarragona Rotary Club, together with the Provincial Board of the AECC of Tarragona, has organized awareness activities around World Breast Cancer Day for the past three years. The exhibition made part of the 2016 programme.

4. Collaborating entities

The exhibition tour incurs costs of transportation, insurance, mounting and dismounting, management, promotion and organization, as well as a fee amount which compensates the expenses incurred since its inception and which are gradually covered. *Costuras – Living with breast cancer* is a non-profit and self-financing project. We thank the companies and entities that support us, without whom this project would not be possible.

Sanofi

www.sanofi.es

Exhibitions financed: Sevilla, Palma de Mallorca

Total amount: 6.000 euros

Tradeoffs: logo on web and all promotional materials of *Costuras – Living with breast cancer*; organization of press conferences and inaugurations in Seville and Palma; communication in media and institutional relations.

Ministry of Public Health of Andalusia

<http://www.juntadeandalucia.es/organismos/salud.html>

Exhibition financed: Granada

Total amount: 2.600 euros

Tradeoffs: logo on materials related to the Granada exhibition, organization of press conference and inauguration, mentions in media.

Port Authority of Tarragona

www.porttarragona.cat

Exhibition financed: Tarragona

Total amount: 950 euros

Tradeoffs: logo on materials related to the Tarragona exhibition, organization of press release and inauguration, mention in media.

5. Media impact

Sevilla

Online media:

prnoticias.com

www.europapress.es

www.comsevilla.es (Boletín oficial del Colegio de Médicos de Sevilla)

Granada

Online media:

www.easp.es

Palma de Mallorca

Online media:

www.infermeriabalear.com

www.caib.es

www.infosalut.com

Printed press:

Salut i Força

Tarragona

Online media:

www.diarimes.com

Radio:

Cadena SER Tarragona

6. Our team

Costuras – Living with breast cancer is a project by Koen Suidgeest produced by Liniazero Edicions (Barcelona). More than 500 people have participated, among which 209 women who posed for the photographs and 220 individual patrons who supported it financially, as well as the collaborating companies and associated entities, on top of the team that makes all of this possible on a day to day basis.

Photography: Koen Suidgeest

Artistic direction: Tere Guix

General coordination: Rosa Mercader (Líniazero Edicions)

Fine art printer: René Bierman

Frames: Joel Oliver (Acutangle)

Graphic design: Laura Estragués

Material printing: Pilar Blanco (Jíder), Núria Garcia (The Folio Club) and the printing team

Web: Yvonne Fuertes

Production: Clara Pena, Clara Grífol, María Luisa Fernández, Jennifer Bootsma, Muriel Arnaud, Marije de Wolf, Elizabeth Dijkhuizen.

Communications in Sevilla: Pilar Pérez (Sanofi)

Communications in Granada: Herminia Muñoz (Escuela Andaluza de Salud Pública)

Communications in Palma (Son Espases): Joan A. Company (Hospital Universitari Son Espases)

Communications in Palma (Son Llätzer): Ana María Pérez (Hospital Son Llätzer)

Communications in Barcelona: Sergi Carabias (Hospital Universitari Vall d'Hebron)

Communications in Tarragona: Virginia Morcillo (Rotary Club) y Miquel Pujol (Autoridad Portuaria de Tarragona)

7. Overall evaluation

The goal of *Costuras – Living with breast cancer* has always been to break taboos, generate a debate, show the real picture and send a positive message of survival in order to contribute to the social normalization of people with cancer.

In 2016 we presented the exhibition in 6 locations, one more than the year before: 4 hospitals (in Sevilla, Palma and Barcelona), one medical school (in Granada) and one artistic space (in Tarragona). This undoubtedly demonstrates the versatility of the exhibition, but it is especially important because much more people have had the opportunity to see it in hospitals than the usual in other spaces. As a result, some 15.500 people have visited the exhibition this year, three times more than in 2015 and 12 times more than 2014.

On the other hand, media impact has diminished significantly, above all compared to 2014, the launch year and, as such, the year that *Costuras – Living with breast cancer* really made news. Promotion and communication was always in the hands of the organizing entity, with the aim that it can adapt it to its needs. Our team provides graphic support material, and the author, Koen Suidgeest, is always available for interviews and to attend the inaugurations. The objective is to facilitate the widest possible diffusion of the exhibition and its purpose.

From our point of view, however, the most important thing is that the photographs were seen live, and produced an impact and reflection that lead to a greater knowledge of the consequences, normalization and prevention of cancer. This year was very remarkable in that sense. Among the numerous comments that we have received, we would like to highlight that of the Andalusian School of Public Health that organized the exhibition in its headquarters in Granada:

“People were thrilled. The most significant thing was acknowledging that other forms of beauty in women are possible.”

The members of the *Costuras – Living with breast cancer* team wish to once again acknowledge the involvement of the entities that sponsored the exhibition throughout this year, and especially Sanofi, which has stood by it since the beginning. Without their contribution, our work would not have been possible.