

# STRATEGIE DI COMUNICAZIONE INNOVATIVA



Punto di partenza



COMUNICA

**NO**



Quali tecnologie?

# COMPORAMENTI

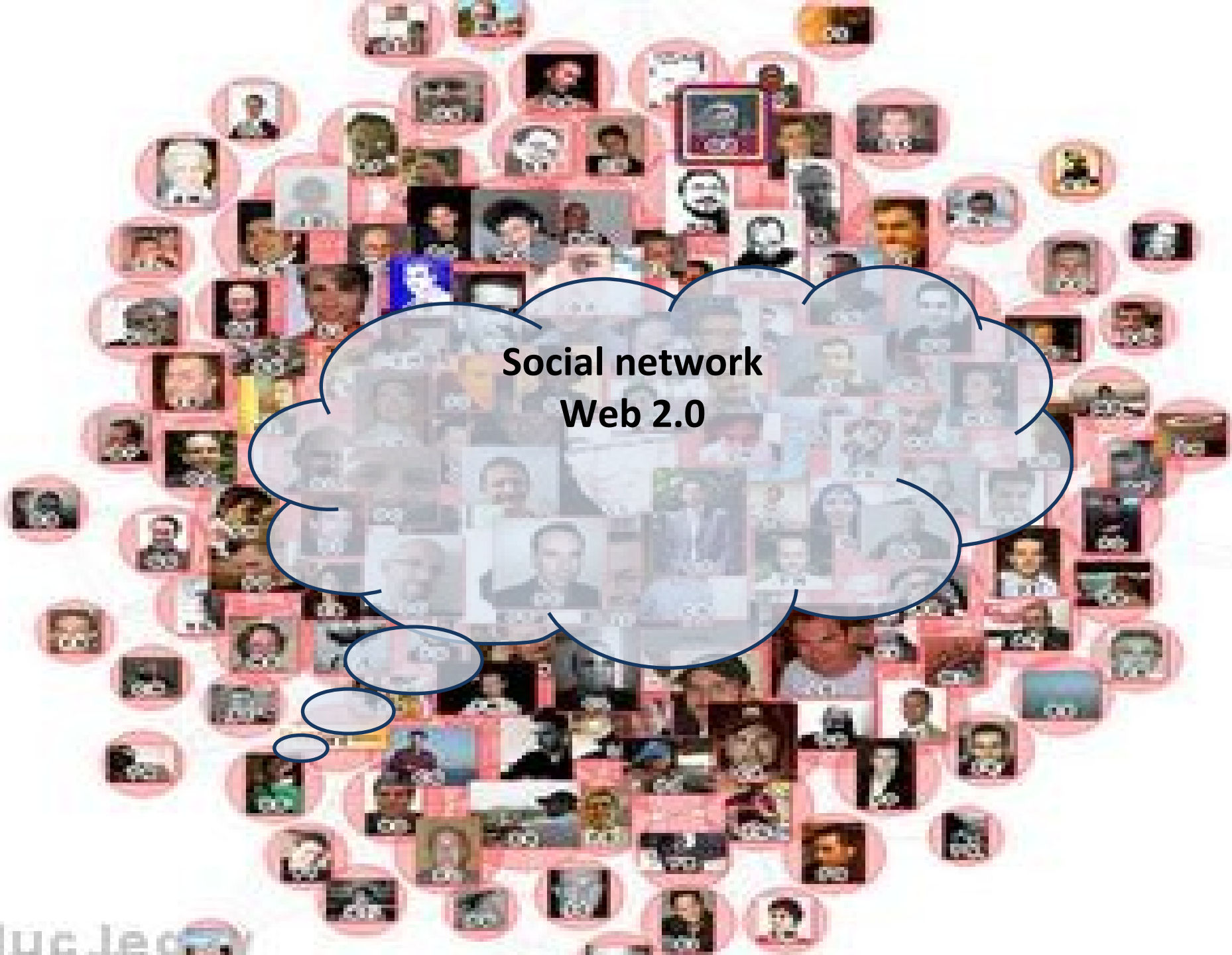


Quali comportamenti sono messi in atto dai soggetti rispetto alla salute?

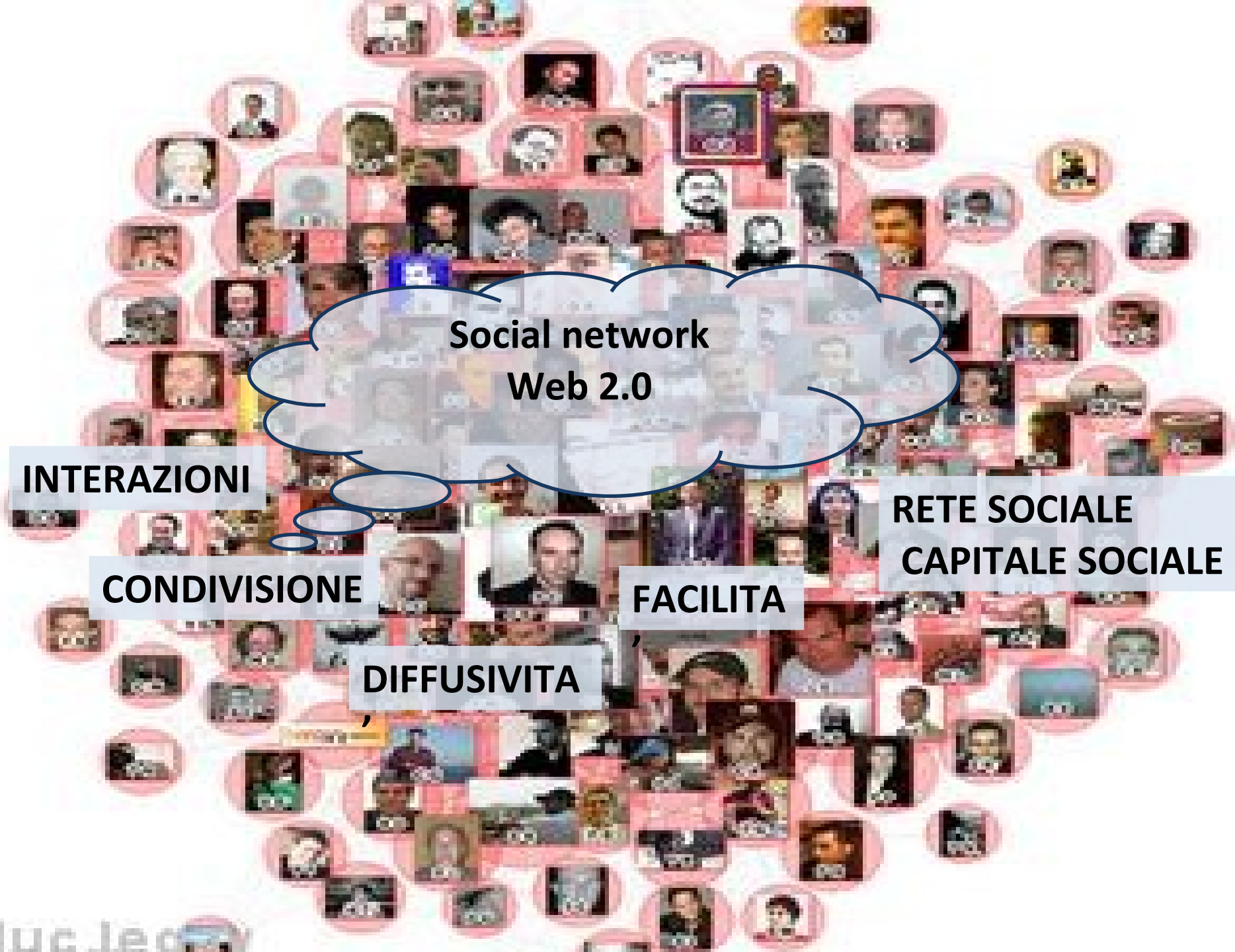
80% dei casi si tratta di comportamenti sociali

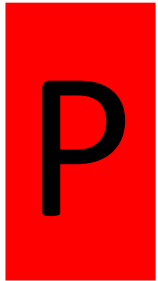
**INOLTRE**  
**E**

43% va su Internet  
10.9 % va prima dal medico



**Social network**  
**Web 2.0**





**PERSONALIZATIO  
N**



**PRESENTATIO  
N**



**PARTICIPATIO  
N**



**Non dimentichiamo.....**



25/03/11



**MODALITA'**

**COMUNICATIVE**

**LINGUAGGIO**

**TEMPO**

**APPROCCIO**

**change**

**SAY IT  
TO THE WORLD**



Why do you want to fuck cancer? Share your message and use your passion to make a change for the better. Then share it with your friends and family.

**GO  
SAY IT!**

**READ WHAT'S  
BEING SAID**

**1234**

POSTS

Take a look at what other users have submitted.

**SEE  
WHAT'S  
UP!**

**MENU**

**SAY IT**

**SHARE IT**

**WEAR IT**

**DO IT**



# FUCK CANCER

## TWEET

Fuck you cancer.  
Fuck you for making me feel like I'm always breaking my parents hearts. Fuck

0 ❤️ 0 \$

Fuck you cancer!!  
You've taken so many of MY people!!! Those were MY people!! You have NO RIGHT to ...

2 ❤️ 0 \$

FUCK YOU CANCER!  
Fuck you for taking my curly hair, fuck you for the two scars on my neck, fuck you

0 ❤️ 0 \$

Cancer took my mother at the young age of 62. My siblings saw how much pain that chemo and

0 ❤️ 0 \$

EA OF 01  
fuck cancer for my girlfriends nethew, damn, he's just a kid, been fighting since he was 3, why does...

2 ❤️ 0 \$

A bit more from @McFuckCancer  
from #tedxv  
<http://www.BBRIYwqOB>

FUCK CANCER! It took away my parents and now it wanted to go through me. Well I was the one who

2 ❤️ 0 \$

Today it really hit me. My mom has cancer. I didn't ever want to know what chemo was, I could've gon...

2 ❤️ 0 \$

Fuck you Cancer because I will never be able to get back the time that my loved ones spent

2 ❤️ 0 \$

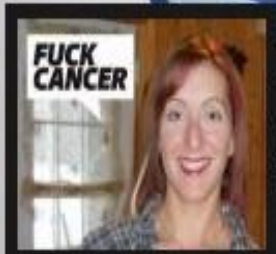
FORGOT TO TELL YOU... I WILL NEVER GIVE UP AND REALLY GET LOST CANCER AND FUCK YOUUU!

0 ❤️ 0 \$

Fuck You Cancer For Taking Away My Grandad When I Was Only 3 And Fuck You For Trying To Beat Me!

0 \$

## SHARE IT



1 ❤️ 0 \$



2 ❤️ 0 \$

4 months ago my baby girl of 4 years was diag. with terminal cancer. The letters DIPG are

4 ❤️ 0 \$

I want to say FUCK CANCER because it took the life of a 20 year old man who was the love of my

1 ❤️ 0 \$



0 ❤️ 0 \$

SAY IT

SHARE IT

WEAR IT

DO IT

FUCK CANCER B



Fuck Cancer Mi piace

- Bacheca
- Info
- Early Detec...
- Foto
- Discussioni
- F-Tember

Filtri



**Ray Pfeifer** Please write to all U.S. Senators to pass the Zadroga bill. This bill is critical to make sure First Responders of 9/11/01 are not forgotten. This bill will fund the WTC monitoring program. [http://www.senate.gov/general/contact\\_information/senators\\_cfm.cfm](http://www.senate.gov/general/contact_information/senators_cfm.cfm)



**U.S. Senate: Senators Home**  
www.senate.gov  
contact\_list

circa un'ora fa · Condividi



**Sandra Guay Bennett** For my 2 beautiful grandmas RIP ♥



14 ore fa

A 2 persone piace questo elemento.



**Elizabeth Rostambadi** For my Mom & Shaun G ♥

Suggerisci agli amici

We are a Non-Profit, Foundation, and Registered Charity.

SAY IT TO THE WORLD here:  
<http://www.letsfcancer.com/home.html#/say-it/>

Fuck Cancer STORE:  
[http://www.zamboie.com/stores/?st\\_id=535](http://www.zamboie.com/stores/?st_id=535)

Twitter: <http://twitter.com/letsfcancer>

Informazioni

Creata:

Crea un'inserzione

Pagine Facebook



Con le Pagine Facebook puoi scoprire nuovi artisti, aziende e marchi, oltre a connetterti con le persone che ti stanno a cuore.

Altre inserzioni

Chat (1)

# HealthChapter.com

Social Support Groups for People who wants to share their Health Experiences

[Main](#) [My Page](#) [HC Members](#) [Events](#) [Forum](#) [Groups](#) [Photos](#) [Videos](#) [Blogs](#) [About HC](#) [Chat](#) [Heart Patients](#)

## Members



[View All](#)

## Photos



## About HealthChapter.com

**HealthChapter.com** is a health based social network of people sharing their disease experiences, treatment options, knowledge and giving support to other people suffering from similar health problems. Its a place to talk about how to live well with disease, ask questions, share information about what is working for you, get sympathy, exchange ideas, request and recommend the best doctors, support and friendship from other patients suffering from the same disease. When you share your health experiences on HealthChapter, it makes you feel a little less alone. By sharing your health experiences, you can help others and improve their quality of life. Health Chapter Support Groups help you to overcome the health problem by networking with people all around the world who have a similar health problem. [Join Now!](#)

You can know more about [Health Chapter Mission Statement and its features here.](#)

## Groups



[Anti Aging](#)



[NO](#)



[Heart](#)



[Menopause](#)



[Cerebral](#)

Welcome to  
HealthChapter.com

[Sign Up](#)  
or [Sign In](#)

## Birthdays

### Birthdays Today



[devendra](#)

[Give a Gift](#)



[hasan mahmud](#)

[Give a Gift](#)



[tarunesh](#)

[Give a Gift](#)

### Birthdays Tomorrow



[ABDUL HASEEB](#)