Pathology and Public Task Force: Can we do better?

Sanja Milenkovic
University CHC Zemun, SERBIA
Topics

• A brief history
• Weak points
• Serbian experiences
• Conclusion
1. P&P: The next step (Han van Krieken)
2. International Pathology day: your choice to get involved (Suzy Lishman)
<table>
<thead>
<tr>
<th>Year</th>
<th>Special Session</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>Pathology and the public</td>
<td>17:00 – 19:00</td>
<td>Annex A</td>
</tr>
<tr>
<td>2016</td>
<td>Pathology and the public</td>
<td>14:45 – 16:45</td>
<td>Conference Room 4</td>
</tr>
<tr>
<td>2017</td>
<td>Pathology and the public</td>
<td>08:30 – 12:00</td>
<td>D203</td>
</tr>
<tr>
<td>2018</td>
<td>Pathology and the public</td>
<td>17:15 – 19:15</td>
<td>Room A2</td>
</tr>
<tr>
<td>2019</td>
<td>Pathology &amp; Public Task Force</td>
<td>14:00 – 16:00</td>
<td>Thalie</td>
</tr>
</tbody>
</table>
29 lectures
3 brainstormings
1. learning about experiences
2. exchanged experiences with each other
3. let art and philosophy into pathology
4. conducted two surveys
5. touched on politics and pathology
6. listened to patient associations about their problems
7. transmitted the ESP voice

<table>
<thead>
<tr>
<th>1. Experiences in Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Serbian ideas (including movie)</td>
</tr>
<tr>
<td>3. Results of a survey</td>
</tr>
<tr>
<td>4. conducted two surveys</td>
</tr>
<tr>
<td>5. Pathology and Public: A lot of good paths to the same goal</td>
</tr>
<tr>
<td>6. The arts meet pathology in practice- A personal approach</td>
</tr>
<tr>
<td>7. Public perception of pathology in Croatia</td>
</tr>
<tr>
<td>8. Danis ideas</td>
</tr>
<tr>
<td>9. The relationship between pathologists and patients, a philosophic al stimulus: personal reflection</td>
</tr>
<tr>
<td>10. The invisible doctor</td>
</tr>
<tr>
<td>11. Pathology and Public: Danis experiences</td>
</tr>
<tr>
<td>12. National Pathology Week: The UK experiences</td>
</tr>
<tr>
<td>13. Pathology and personalised treatment: Patients perspective</td>
</tr>
<tr>
<td>14. Pathologist in the shadow of Scully (X–Files): „The trut is out there“</td>
</tr>
<tr>
<td>15. Pathology in social media-the USCAP experiences</td>
</tr>
<tr>
<td>16. Bioethics and pathology</td>
</tr>
<tr>
<td>17. USCAP Ambassador Connectivity</td>
</tr>
<tr>
<td>18. Pathology and Public: where are the borders</td>
</tr>
<tr>
<td>19. Challenge accepted: can we influence the opinion of medical students about pathology?</td>
</tr>
<tr>
<td>20. Pathologist-the ignored link in the chain of health politics. Is it problem?</td>
</tr>
<tr>
<td>21. Pediatric cancer: the families perspective</td>
</tr>
<tr>
<td>22. Pathology and Public: National Societies view (survey reporting)</td>
</tr>
<tr>
<td>23. Pathology and EU affairs: the formalin ban case</td>
</tr>
<tr>
<td>24. Students' perception of pathology in everyday medical practice</td>
</tr>
<tr>
<td>25. Pathology and Public: the perspective of a residents</td>
</tr>
<tr>
<td>26. Pathology and Public: what a pathologists can do!</td>
</tr>
<tr>
<td>27. Pathology without Frontiers: The human face of pathology</td>
</tr>
<tr>
<td>28. Science and art through the microscope</td>
</tr>
<tr>
<td>29. Pathology and Public Task Force: Can we do better?</td>
</tr>
</tbody>
</table>
Great job!

• Do you agree with me?

Can we do better?

• Yes!
Weak points

• Insufficient involvement of National Societies
• Insufficient activity on social networks
Insufficient involvement of National Societies

- 30 Societies

Survey results
- Responding to International Pathology Day
2015 ESP done surveys, among National Societies

• The aims were:
  1. Inventory on the activities that already take place in Europe, on ideas that exist and on motivation and enthusiasm for this idea.
  2. The ESP likes to know how to support it.

• Is your society interested in participating in International Pathology Day?
• Do you organize activities oriented towards the general public?
• Which activities do you organize oriented towards the general public?

The results were not impressive!
PART I (BASIC INFORMATION)

1. Do you know what „Pathology and the Public (P&P) is?"
   a. Yes 30%
   b. No 70%

PART II (INFORMATION RELATING TO INTERNATIONAL PATHOLOGY DAY)

4. Do you know what „International Pathology Day“ is?
   a. Yes 74%
   b. No 26%

Did you actively participate?
   a. Yes 5%
   b. No
International Pathology Day
15th November 2017

Take a look at ESP National Societies Poster contributions
- AUSTRIA
- CZECH REPUBLIC
- GREECE
- HUNGARY
- ITALY
- FYROM
- THE NETHERLANDS
- NORWAY
- POLAND
- SERBIA
- SPAIN
- TURKEY

• 30 Societies
• 12

"Pathology, the brightest star in the Milky Way of Medicine!"
• 30 Societies
• 8
Equally interesting are ART Path exhibitions (Lisbon 2013, Ioannina 2014, Belgrade 2015, Athens 2016) that are enriching each Congress with creativity.
• ART Path encourages our colleagues to directly involve and connect with art and apply innovative and entertaining ideas to everyday work.

• It lets us combine our artistic talents in order to show our profound inspiration – things that we see under the microscope.
Individual activities

Who is pathologist?
I guess he has to do with landscaping, decorating the environment... with flowers...

2014 Belgrade International Pathology Day
Microscope and pathologist at the elementary school

Pathologists and patients together
Other activities...

Students and famous pathologists

Documentary theater
• Documentary theater is a very interesting way of communication

• Rough concept of our story is based on the idea that a few famous pathologists (actors students, as well as, some residents) from the 19th and 20th centuries on their journey through the century will stop and turn to pathologists.
• Spot for the song for the promotion among adolescents and younger
Dramas, street plays and roles plays
2018
Pathology and fashion

*Donation for the diagnosis of rare diseases in children ...*
2018
Pathology and fashion

Donation for the diagnosis of rare diseases in children ...
Insufficient activity on social networks

- Social media has exploded in popularity in recent years.
- It is a powerful new tool for networking, collaborating, and for the communication and evolution of ideas.
- Twitter, Facebook, Instagram, LinkedIn, and others social media platforms provide numerous potential benefits to the global pathology community.
But!

- Pathologists are increasingly counted among Facebook's 2 billion users and Twitter's 328 million members.
- Real-time interactions between physicians, across geographic borders and subspecialty borders, will open unexplored avenues for effective communication, consultation, research collaboration, and education.
What pathologists do?

• A majority of pathologists sharing
  1. pathology educational content
  2. This expands the size and impact of one’s classroom/multiheaded microscope greatly, from dozens up to thousands
  3. pathology teaching videos and share them on YouTube channel

• A minority of pathologists
  1. educate patients and also learn from them about their diseases
  2. posting images and topics that may appeal to a broader public audience
International Pathology Day
13. November, 2019

✓ Pathology includes collection centre staff, drivers, administrative staff, technicians, scientists and pathologist.
✓ Everyone should be included on the day.
Design and event that will work for you

1. activities may include a display table with promotional material (with staff on hand) in collection centres, hospital foyers, laboratories, universities, libraries or councils

2. ask a pathologist to speak to a special interest group and offer back up promotional materials

3. organise laboratory visit for students with interactive sessions.

4. hold a morning tea for staff in your workplace, run competitions with prizes, hand out staff appreciation awards.
Inside the Lab

Pathologists
Residents
Trainees
Technicians
Laboratory staff, etc.

Raising Awareness
of the importance to promoting the profession that saves lives
Conclusion

Ballad for pathologists