



# Non-Profit Foundation COME Collaboration

GENERAL REPORT 2020



## Year 2020: going through the COVID-19 Pandemic

## INTRODUCTION

The present document reports all activities and initiatives promoted by the non-Profit Foundation COME Collaboration through 2020.

The year 2020 was an *extraordinary and challenging* one, meaning that the World had to deal with SARS-CoV-2. We were not prepared to deal with this new virus, and in each part of the World, people had to re-arrange all aspects of life, from private to professional life.

The operations of COME Collaboration were affected by the COVID-19 pandemic but the foundation tried to respond as strongly as possible to continue working on and developing its old and new projects.

The Foundation, as all institutions in the World, had to reorganise its main activities, almost day by day, re-arranging the way of working, researching, studying and practicing.

After one year of pandemic, the Foundation had found a way to overcome the the consequences of COVID-19 with a different way of working, but always with a positive view on the future. This was possible, thanks to the efforts of the Foundation's Board of Trustees and the intensive work of the National Centres.

COME Collaboration's community of osteopaths, professionals, researchers, etc. responded very well and united against the difficulties of COVID-19 effects, showing support and collaboration, even if it was virtually from a computer screen.



On the following pages, we provide a general overview of the activities promoted during 2020, depending on the specific areas of interest of the Foundation. We hope to complete those activities that we were unable to do because of the complicated national and international context. We intend to move forward in the coming years with more determination and unity than ever.

# The COME Collaboration's General Report 2020 in details



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Tramontano M, Pagnotta S, Lunghi C, Manzo C, Manzo F, Consolo S, Manzo V. **Assessment and Management of Somatic Dysfunctions in Patients With Patellofemoral Pain Syndrome.** J Am Osteopath Assoc. 2020 Mar 1;120(3):165-173. doi: 10.7556/jaoa.2020.029.

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Consorti, G., Marchetti, A., De Marinis, M.G. **What Makes an Osteopathic Treatment Effective From a Patient's Perspective: A Descriptive Phenomenological Study.** Journal of Manipulative and Physiological Therapeutics, 2020, 43(9), pp. 882–890

## PUBLICATIONS ON PEER-REVIEWED NATIONAL JOURNALS

A. Manzotti, F. Cerritelli, M. Chiera, E. Lombardi, S. La Rocca, P. Biasi, M. Galli, J. Esteves, G. Lista. **Il modello NAME per la valutazione dei bambini nella TIN.** Pnei review 2020;1;66-75

For more information about the research activities, see the Research Report 2020 or write to [info@comecollaboration.org](mailto:info@comecollaboration.org)

## 2. EVENTS



Due to the international and national COVID-19 situation, many live events were cancelled, particularly during the pandemic's initial and most severe phase (February-June 2020). At first, the Foundation chose to wait and see what happened on an international and national level while also attempting to reorganize differently.

QUANTUM Italy (scheduled for March 2020) has been cancelled and rescheduled for 2021. The decision was made on the spur of the moment, given that February 29th and March 1st were already scheduled. The Italian Board of Directors decided to reschedule the event for early 2021 to keep the same theme (manual practice and neuroscience) and program.

The NACE Belgium Congress, titled "Osteopathic Medicine for the Pediatric Population," was cancelled and rescheduled for April 2021 in anticipation of a new scenario following the COVID-19 pandemic situation.

The Annual NACE GENERAL ASSEMBLY met virtually on April 25th. All NACE representatives in attendance and the COME's Board of Trustees had the opportunity to plan activities for 2021 and develop a three-year strategy, taking into account the NACE's unique characteristics and Country-specific characteristics.

All other events, including training courses, such as the Project Management Course and Clinical Research Course, have been cancelled.

### 3. TRAINING



Training sessions were conducted entirely online. A series of webinars at the national and international level was organized to maintain contact with osteopaths and other health professionals who were forced to stay at home due to the COVID-19 general situation.

Attendance at the Foundation's webinars exceeded expectations, as we saw an increase in the number of online participants, allowing us to reach an increasing number of users, including osteopathic professionals, students, researchers, and teachers.

COME Collaboration hosted 24 webinars throughout 2020 for an Italian and international audience.

NACE Spain organized three webinars as part of the Circulo de Osteopatía y Ciencia series and one face-to-face course titled "Introducción a la Metodología de Investigación para Terapeutas Manuales" in January 2020.

Online training was a huge success, especially given the pandemic's impact on face-to-face courses and contacts with other professionals. The virtual modality was an excellent way to keep the osteopathic and health care communities vibrant and active.



#### 4. COMMUNICATION

COME Collaboration began its new communication and social media strategy in early 2020 in collaboration with the Milan-based Artemida Agency (in Milan, Italy). Artemida has previously collaborated with the Foundation, most notably on the RAISE project, organizing events and fundraising campaigns.

This year, the Board of Trustees decided to establish a centralized communication strategy that will be implemented throughout 2020, beginning with a review and redesign of the COME Collaboration website, making it more user-friendly and straightforward to use, and ending with social media campaigns on Facebook and LinkedIn.



The communication activities, which were carried out in particular during the first and more difficult lockdown, achieved remarkable results:

Social interactions have increased adherence to webinar activities, and COME's social media (such as Facebook and LinkedIn) has served as an excellent platform for brand promotion.

During the whole year, the web page's growth in terms of followers and likes is approximately 2500 for the National Centres' pages and 1500 for the COME Central page.

Guidelines have been developed to enable NACE centres to expand internationally and operate independently.

For example, NACE Spain implemented an excellent communication strategy in 2020, focusing mainly on social media to promote its webinars and online courses as part of the *Circulo de Osteopatia y Ciencia* series of appointments.

Insights from 2020 suggested planning both types of training activities at the national and international levels: virtual and face-to-face training events once the COVID-19 situation is under control.

It is guaranteed that at least for the beginning of the 2021, the Foundation will continue working on line, through its platform, to offer more and more interaction options to its users and collaborators. The planning for a more strategic and centralized communication is already started and it aims to make the web site pages more user friendly and more completed in terms of contents, news, information etc.

## 5. SOCIAL AND HUMANITARIAN PROJECTS

Regrettably, due to the national and international context created by the Covid-19, the Foundation's social and humanitarian projects came to an abrupt halt in 2020.



The Foundation's two most significant social and humanitarian projects are:

### RACE ACROSS LIMITS.

In light of the national situation created by the COVID-19 pandemic, Sabrina Schillaci's two cycling companies have undergone significant changes. Despite this, they were conducted in a "solitary" fashion:

From 30/05 to 18/06 2020, the Race Across Limits Italian Ride would take place.

Sicily 2/10 to 10/10 2020 - Race Across Boundaries

Due to the inability to adhere to the programming due to the restrictions imposed by Covid-19, the first trip was transformed into a relay involving 20 ambassadors cycling across Italy. The invitation to participate was made to demonstrate that the project is evolving into a brand in every way.

The second trip to Sicily was intended to raise awareness of RAL events in general and, more specifically, to explain the meaning and objectives of Race Across Limits.

We can discuss the advantages and disadvantages of the events mentioned above.

- PRO. All of the project's bike jerseys have been sold. Between May and June, numerous donations arrived as a result of the sale of technical material bearing the RAL logo. Individuals who wear the RAL brand communicate their involvement in the project via social media, and the production companies contribute to the event's communication efforts.

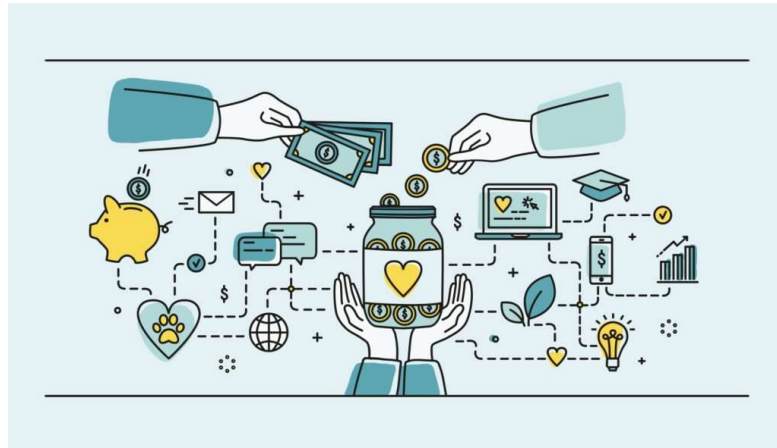
- CONS. This year, given the national environment, it has been significantly more challenging to motivate people to donate.

## SAME HANDS

Due to the global situation created by COVID-19, all missions in Tanzania to Same scheduled for 2020 have been cancelled or rescheduled for 2021, if safe travel can be resumed. Throughout 2020, the activities have been managed by the SAME HANDS Executive Board and the COME General Secretariat. The Board is currently in the process of rescheduling the 2021 missions, which will begin in June. The most critical aspects concern flight management and the widespread uncertainty that caused the majority of volunteers to abandon the initiative and decline to consent to participate in the 2021 missions. A fundraising charity event was scheduled for September 2020, but it was unable to occur due to the continuing severity of the COVID-19 situation.

The goal for the coming year is to continue humanitarian missions and to involve an increasing number of volunteers willing to lend their support to the African initiative (Tanzania)

## 2. FUNDRAISING



Given the national and international situation resulting from COVID-19, no fundraising event could be organized throughout 2020.

The donations came almost entirely from the 5x1000 tax-deductible contribution made with the 2019 tax return (only for the Italian National Centre). The income was significantly higher than in previous years, owing to effective communication within the member network.

The most recent solidarity events took place in November 2019, on the international day of the premature baby. Numerous osteopathic practices have participated in the fundraising effort by offering solidarity treatments in their studios.

For 2021, it is hoped for a more vital organization in fundraising campaigns through targeted campaigns and possible participation in European, national, and regional calls for proposals/grants.

The Board of Trustees is debating the possibility of establishing a working group to oversee fundraising efforts for 2021.

### 3. HUMAN RESOURCES

The Foundation's Board of Trustees prioritised the review of membership procedures in 2020. It is necessary to develop more straightforward and user-friendly procedures for interested individuals to join the Foundation as official members. The strategy was discussed and organised.

Another factor to consider is the necessity of increasing member involvement in COME's project activities to increase the Foundation's community's productivity and effectiveness in managing and proposing new projects, research, and study.





*“we believe that the knowledge shared through experiences and skills helps to have an independent thought creating hope and genuine solidarity”*

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