



Tour della salute

In Italy, the 'tour della salute' – the health tour – is a travelling event to raise awareness of the importance of prevention and healthy lifestyles. In 2024 the Tour featured 15 stages in 15 different cities across Italy.

At six screening stations, people could consult with healthcare professionals. Furthermore, a stage equipped with a LED wall was utilized for physical activities, training sessions, and educational demonstrations, such as pediatric disobstruction maneuvers and defibrillator use techniques.

During the 2024 Health Tour Edition, 6.454 free screenings were carried out and it is estimated that about 7 million people have been reached through square and media communication.

