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| **ISA ISPID  Abstract Submission  Nº: 241**   |  | | --- | | Topics: **Implementing best practices** | | Type: **Oral** | | **Realizing a handbook about SIDS grieving using Self Publishing tools at zero cost** | | **Bonomi, Allegra**1; **Cremante, Anna**1 *1 - Semi per la SIDS onlus.* | | **Introduction** Coat death has its own characteristics and cannot be managed as a death whatsoever. As it hits unexpectedly a small child, apparently healthy, it requires a specific approach to help parents and the whole family to accept the loss and go through an effecting grieving process. Since 1991, Semi per la SIDS, the Italian parent’s association, has been assisting families through a peer to peer support and through a professional counselling route run by a psychologist. During this long lapse of time we have collected experiences, elaborated and developed a healthy path to help them grieving. This has proved to work very well with all the families we were able to reach. The Italian context, though, tells us that even today many people go through the death of their child with a strong sense of shame. They tend not to ask for help spontaneously and therefore are bound to be out of our network. These families, since they do not get adequate support, might fail in their grieving. At the same time many medical professionals have no specific knowledge on SIDS grieving and therefore tend to manage the afflicted family through untargeted and often too general interventions. On the other side the recent coming of social networks, the digital era and the "liquid" society, quoting Zygmut Baumann, encouraged us to take advantage of tools that helps no profit organization disseminate the correct information, reaching the right targets, at zero cost. The objective was to realize, publish and distribute a two volume handbook for free using all the means that digital technology can offer. Volume one is specially shaped to give families a remote support, addressing above all those ones who do not get in direct contact with Semi per la SIDS. Volume two is intended for medical professionals, nursery school operators, baby sitters and all the key persons who were in some way in touch with the child. Each volume has a specific approach and style of communication according to the different kind of readers.  **Material and Methods** We will explained how we worked on the concept how we used the most important platforms of Self Publishing, how we realized an attractive cover, how we turned the text into an e-book, how we obtained an ISBN number, what we did to promote the book on social networks and how we used Digital Marketing strategies to reach our targets.  **Results** We completed the project, selected the proper formats and took advantage of the all free channels useful to a targeted distribution and to an effective promotion  **Conclusions** This experience can be a pathway for all no profit organization | |  |  |  |  | | --- | --- | | **CONTACT** | | | Name: | **Allegra** | | Lastname: | **Bonomi** | | E-mail: | **allegra.bonomi@sidsitalia.it** | | Country: | **Italia** | | Institution | **Semi per la SIDS onlus** | | Cellphone: | **3738854634** | | City: | **Milano** | |