Meet Rose

Name: Rose **Country:** Italy
Age: 10 **Area:** suburban
Life course: child
Need: generally well / good wellbeing
Connectivity: broadband, smart phone

	Low	High
Internet usage		(High)
Mobile device skills		(High)
Affinity to new tech		(High)
Digital Health Literacy	(Low)	
Assistance (ICT use)	No	(Yes)

Rose lives in a suburb of a large city and goes to elementary school. Her mother works as a school teacher. Rose has been gaining weight for the past year and goes through routine health checks with her paediatrician. His advice was limited to caloric restriction and physical activity, but Rose lives in a neighbourhood where there is little opportunity for children to go outside and play. Out-of-school activities take place rather infrequently, and lab-based activities (which Rose would prefer) are also only rarely organised. There are a few activities organised by her school but Rose has recently preferred to hide from her classmates, who sometimes made fun of her because of her weight. Because of this, Rose has been feeling more and more socially isolated.

! What's important to Rose

✓ Integrating in the social life of her class.
✓ Dancing with her girl friends.
✓ Looking nice and losing weight.
✓ Becoming an electronics engineer.

Daily living

✓ Her living environment does not support a healthy and active lifestyle.
✓ She mostly watches TV or plays computer games in her free time.

Own resources & assets / support

✓ School activities (gym and theatre classes).
✓ Her paediatrician.

Events, issues and personal concerns

✓ Lack of self-confidence.
✓ Rose used to like school, but she recently prefers to hide when she gets there to avoid contact with her classmates, who sometimes make fun of her because of her weight.
✓ Rose experiences frustration about her weight, which she sometimes takes out on friends and family.

Health concerns

✓ Inappropriate food intake.
✓ Emotional eating (*e.g.* eating sweets when anxious).
✓ Rose is overweight.
✓ Risk of continuing to live an unhealthily lifestyle.

Health tests

✓ Blood tests.
✓ Cholesterol tests.
✓ Tests for body weight and body composition.
✓ Routine health checks with her paediatrician.

Treatment: medications, therapies, etc.

✓ Rose will need changes in her lifestyle such as maintaining a healthy diet and engaging in physical activity. She will also benefit from an environment that promotes social cohesion.

Care professional / educator concerns

✓ Rose lives in an area where there is little opportunity to go outside and play.
✓ Potential risk of early school drop-out or rebellious behaviour.
✓ The Regional Health System interventions are implemented in a fragmented way and neither her school nor her community actively take part in preventing obesity.

Unmet needs

(1) Empowerment for Rose so that she can actively participate in managing her lifestyle (for example, avoiding unhealthy eating habits). This also includes building an environment that is supportive of the adoption of a healthy lifestyle (e.g. supporting the establishment of intergenerational living labs; anti-obesity policies; healthy living advocacy in schools and institutions; support for Rose for when she is feeling anxious or frustrated, etc.).
(2) Access to extracurricular activities (cooking, media and education, technology and science labs, etc.) to address the risk of Rose becoming increasingly alienated in school.
(3) Social support for Rose's parents so that they can build a stronger relationship with Rose and together with Rose, be actively involved in the management of her health and wellbeing.

This persona was developed by Maddalena Illario and her team, RSCN / Campania and Michael Strübin, PCHAlliance / MedTechEurope with the kind support of the WE4AHA Blueprint and expert team.