

under the patronage of



The OBJECTIVES OF "PROJECT MARTINA"

1ST TO INFORM teenagers and their parents about fighting tumours, and the possibility of avoiding some, as well as the importance of an early diagnosis and the necessity of being primarily involved. 2nd TO REASSURE. It is certain that knowing how to deal with a disease, and the fact that it can be defeated gives us reassurance.

The tranquillity that comes from knowing this allows us to live with a greater peace of mind.

WHY SHOULD WE TALK TO TEENAGERS ABOUT TUMOURS?

- 1- Because some tumours, such us melanoma and testicular cancer, can also affect young people.
- 2- Because, even if most types of tumours appear in middle or advanced age, many start their course in early life and thus it is necessary to let young people know what to do and when to start doing something.
- 3- Because many causes of a large number of tumours are due to gene mutations induced by "environmental factors and inappropriate life styles". Knowing and avoiding this at an early age can reduce these "risk factors" that in turn reduce the genetic mutations.
- 4- Because the early diagnosis of some types of tumours with or by means of periodic check-ups even when we feel healthy, requires the commitment of each single person.

In synthesis, the fight against tumours requires knowledge and personal commitment, it requires a way of thinking or a culture... and school is the cradle of this culture.



"Educating young people to consider life a precious thing and to feel personally involved in its defence" can be considered the main commitment of the LIONS.

> The Voluntary Associations of different cities, with respect to similar already existing initiatives. are invited to collaborate and contribute to the spreading of the project.

IMPLEMENTATION METHODOLOGY

- 1.- The slides for the lessons and the relative captions are ready, divided into chapters and available in electronic format. A multidisciplinary scientific committee periodically updates the lessons. Each student receives a 3-page coloured leaflet with the synthesis of the information received.
- 2.- The different LIONS and LEO clubs are invited to commit, on a yearly basis, the secondary schools to organize information-training meetings both with 16-18 years STUDENTS both with PARENTS.
- 3.- The conferences are held by doctors, also non Lions members, but the meetings are always coordinated by a Lions member who keeps contact with the central committees. The students are requested to fill out a learning-satisfaction questionnaire in order to monitor and improve the project. The collected data is elaborated at the head office and communicated to the teachers.

The centralized Lions coordination guarantees that the project will be shared and the main aims respected, that is: "to give teenagers free and useful information without ulterior motives".

PROJECT MARTINA is a "FREE" service for schools

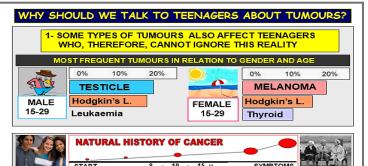
The website www.progettomartina.it contains all the necessary information but only the coordinator of a club receives the password to access the reserved files from the coordinating committee.

The initiative is named Project MARTINA in memory of a young girl, Martina, affected by cancer, who persistently requested that "teenagers be precisely informed and educated about caring for their own health "



- NECESSITY OF BEING PERSONALLY INVOLVED FROM AN EARLY AGE

THE PROJECT IS IN ACCORDANCE WITH WHO recommendations and BRIDGES THE TEENAGER CULTURAL GAP

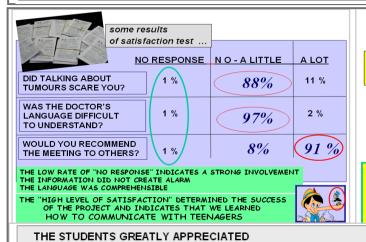


2 -THE MAJORITY OF TUMOURS APPEAR IN MIDDLE OR ADVANCED
AGE, BUT START THEIR COURSE IN EARLY LIFE

THUS IT IS NECESSARY TO INFORM YOUNG PEOPLE
ON HOW TO AVOID SOME TUMOURS



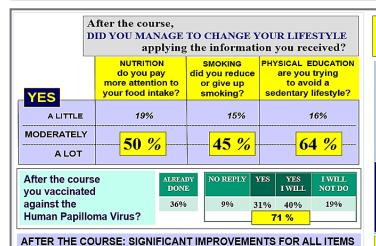
In fact, IT IS NECESSARY WE INFORM HEALTHY
TEENAGERS ABOUT HOW TO REMAIN HEALTHY



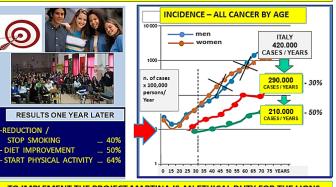
THE COMMUNICATION METHODOLOGY

ANY SUGGESTIONS OR MODIFICATIONS ARE PUBLISHED ON THE WEBSITE, AFTER BEING CAREFULLY ASSESSED BY THE SCIENTIFIC COMMITTEE. IN THIS WAY, THE INFORMATION IS IMMEDIATELY ACCESSIBLE TO EVERYONE, AVOIDING A DIVERSITY OF INFORMATION FROM ONE SCHOOL TO ANOTHER

THE EXPERIENCE OF MANY YEARS OF LESSONS TO TEENAGERS IS OFFERED TO EVERYBODY



EFFECTS OBTAINED ALLOW TO BELIEVE THAT PROJECT MARTINA WILL ALLOW TO MANY YOUNG PEOPLE TO PUT IN PLACE "CONSCIOUS CHOICES "ABLE TO REDUCE YOUR RISK OF 30-50%



TO IMPLEMENT THE PROJECT MARTINA IS AN ETHICAL DUTY FOR THE LIONS

THE RESULTS AFTER ONE YEAR DEMONSTRATED THE EFFECTIVENESS OF THE PROJECT



