



Project Martina

TALKING TO TEENAGERS ABOUT TUMOURS
Lessons against silence

The battle against cancer can be won by knowing



The International Association of
LIONS CLUBS
Multidistrict 108-Italy

under the patronage of



Senato
della Repubblica



Ministero della Salute



Ministero dell'Istruzione



LILT



Fondazione
Umberto Veronesi
PER IL PROGRESSO DELLE SCIENZE



Europa Donna
Forum italiano

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 as 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....**”

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Translation edited by Daniela Martea, Mary Moors and Denise Kilmartin

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THE BATTLE AGAINST CANCER CAN BE WON BY KNOWING

THE INTERNATIONAL ASSOCIATION OF LIONS CLUBS
CIRCOLO DISTRETTO 108 ITALY

2009-2010 The Project Martina receives prestigious patronages

IS ADDRESSED TO YOUNG PEOPLE

PROJECT OBJECTIVES

INFORMING TEENAGERS ON WAYS TO FIGHT TUMOURS, AND THUS THE

- POSSIBILITY
- OPPORTUNITY OF
- NECESSITY OF

TO AVOID SOME ... (over 30% -- till 70%) AN EARLY DIAGNOSIS with

- less invasive treatments
- possibility of healing from 50 to 90%

BEING PERSONALLY INVOLVED FROM AN EARLY AGE

WHY SHOULD WE TALK TO TEENAGERS ABOUT TUMOURS?

1- SOME TYPES OF TUMOURS ALSO AFFECT TEENAGERS WHO, THEREFORE, CANNOT IGNORE THIS REALITY

MOST FREQUENT TUMOURS IN RELATION TO GENDER AND AGE

0%	10%	20%
<p>TESTICLE</p> <p>MALE 15-29: Hodgkin's L., Leukaemia</p>		
<p>MELANOMA</p> <p>FEMALE 15-29: Hodgkin's L., Thyroid</p>		

NATURAL HISTORY OF CANCER

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

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

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

some results of satisfaction test ...

	NO RESPONSE	NO - A LITTLE	A LOT
DID TALKING ABOUT TUMOURS SCARE YOU?	1 %	88%	11 %
WAS THE DOCTOR'S LANGUAGE DIFFICULT TO UNDERSTAND?	1 %	97%	2 %
WOULD YOU RECOMMEND THE MEETING TO OTHERS?	1 %	8%	91%

THE LOW RATE OF "NO RESPONSE" INDICATES A STRONG INVOLVEMENT THE INFORMATION DID NOT CREATE ALARM THE LANGUAGE WAS COMPREHENSIBLE

THE "HIGH LEVEL OF SATISFACTION" DETERMINED THE SUCCESS OF THE PROJECT AND INDICATES THAT WE LEARNED HOW TO COMMUNICATE WITH TEENAGERS

THE STUDENTS GREATLY APPRECIATED THE COMMUNICATION METHODOLOGY

HARMONIZATION AND COORDINATION

are the winning instruments of Project Martina

THE SLIDES FOR THE LESSONS, ARE CHOSEN ON THE BASIS OF ACQUIRED EXPERIENCE AND ARE AVAILABLE ON THE WEBSITE

EACH PICTURE IS PROVIDED WITH AN INFORMATIVE CAPTION

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

After the course, DID YOU MANAGE TO CHANGE YOUR LIFESTYLE applying the information you received?

	NUTRITION do you pay more attention to your food intake?	SMOKING did you reduce or give up smoking?	PHYSICAL EDUCATION are you trying to avoid a sedentary lifestyle?
YES			
A LITTLE	19%	15%	16%
MODERATELY	50 %	45 %	64 %
A LOT			

After the course you vaccinated against the Human Papilloma Virus?

ALREADY DONE	NO REPLY	YES	YES I WILL	I WILL NOT DO
36%	9%	31%	40%	19%
71 %				

AFTER THE COURSE: SIGNIFICANT IMPROVEMENTS FOR ALL ITEMS

THE RESULTS AFTER ONE YEAR DEMONSTRATED THE EFFECTIVENESS OF THE PROJECT

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%

RESULTS ONE YEAR LATER

- REDUCTION / STOP SMOKING ... 40%
- DIET IMPROVEMENT ... 50%
- START PHYSICAL ACTIVITY ... 64%

INCIDENCE - ALL CANCER BY AGE

ITALY 420,000 CASES / YEARS

290,000 CASES / YEARS (-30%)

210,000 CASES / YEARS (-50%)

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

THE ACQUIRED EXPERIENCE ALLOWS US TO CONFIRM THAT "PROJECT MARTINA" :

- HAS DOCUMENTED SATISFACTION AND EFFECTIVENESS
- IS IN AGREEMENT WITH LIONS' OBJECTIVES
- TO TAKE AN ACTIVE INTEREST IN THE CIVIC, CULTURAL, SOCIAL AND MORAL WELLFARE OF THE COMMUNITY
- CAN BE CARRIED OUT BY EACH SINGLE LIONS CLUB AND ITS HUMAN RESOURCES

Is a "SERVICE" that any Lions club CAN adopt!

Is a "SERVICE" that is CONVENIENT to adopt!

- DOESN'T ASK BUT OFFERS A SERVICE TO ITS OWN TERRITORY (...to own teenagers, to own children, to own grandchildren)
- OFFERS VISIBILITY TO LIONS CLUBS IN THEIR OWN TERRITORY (each student takes a useful leaflet to his/her family)
- HAS NO ECONOMIC COSTS

For major information please contact: www.progettomartina.it