

Technology

Digital World Foundation launches Project J: 100 thousand students involved

Digital World Foundation in the field to support people who live in situations of serious discomfort and suffering from pathologies. In collaboration with **Janssen Italy**, pharmaceutical division of the Johnson & Johnson group, has been launched **Factor J**. Designed as an online awareness campaign, educational video pills and training events in schools in six Italian regions (Lazio, Lombardy, Piedmont, Sicily, Emilia Romagna and Veneto) the project will involve **100,000 students** high school. In conclusion a great national hackathon.

Experts will guide girls and boys to a correct scientific understanding of the ways to prevent and deal with some common diseases with a particular focus on the therapeutic areas of **hematology, immunology, infectious diseases, oncology, hypertension pulmonary** is **neuroscience**. At their side, patient associations that will help to grasp the more personal and intimate dimension of the disease and to develop emotional intelligence and greater awareness and acceptance of "diversity" and "uniqueness".

"The historical moment we are living teaches us that it is essential to help young people to develop emotional intelligence and to consider disease as an element of life – he explains **Mirta Michilli, general manager of the Digital World Foundation** – And to take note of a state of unease of one's own or others'. So we can also improve the level of attention on the health of adolescents and prevent diagnoses from arriving too late".

It will start on April 23 with a cycle of webinars animated by the Itaca non-profit project, a foundation that promotes information, prevention, support and rehabilitation programs for people with mental health disorders and their families. We will also talk about coronavirus and the effects of quarantine, such as fear, stress, anxiety, depression by children and adolescents, penalized by information that is often confused, distorted and not designed for young people.

Connect in one **virtual classroom** across multiple regions, young people will also be protagonists of the original **live event** scheduled for May 8, which will involve educating communities, institutions, the press. The Higher Institute of Health and experts from the world of science and scientific communication will intervene who will answer the questions of the children and with them will reconstruct a clear narrative of the emergency to face it with awareness and hope for the future.

"With the Fattore J project we will train 100,000 young Italians to respect all those who are affected by pathologies and the correct behaviors to have even in emergency situations like these – **Massimo Scaccabarozzi, president and CEO of Janssen Italy** – We are doing it in collaboration with the Fondazione Mondo Digitale in a complicated moment in which distance teaching is becoming crucial".

During the school closing period all events will take place online. A strong response that Fondazione Mondo Digitale and Janssen Italia wanted to give so that the virus does not stop training on topics crucial for the growth of the new generations.

They joined the project Italian Association against Leukemias, Lymphomas and Myeloma (Ail), Italian Pulmonary Hypertension Association Onlus (Aipi), Association of Rheumatic Patients of Piedmont (Amar), National Association for Chronic Inflammatory Diseases of the Intestine (Amici Onlus), Association National Friends for the Skin (Anap Onlus), Italian Psoriatic Association Friends of the Corazza Foundation (Apiafco), HIV-positive People Network (Nps Italia Onlus) and Itaca Onlus Project.