

University of Padua, Italy

The Milk Awareness Campaign, eight rules to respect in case of a seizure With half a million people living with Epilepsy, and 30,000 new cases found per year in Italy, this disease has become a very common pathology and a one worth of attention. This is why Aice (Italian Association Against Epilepsy Veneto), Lice (Italian League Against Epilepsy), and Lattebusche, joined forces to ease how to deal with an epileptic seizure, by printing on 300,000 Lattebusche cartons of milk the 8 rules to follow in case of a seizure. This awareness campaign aims at reaching at least 1.5 million people if not more. The campaign builds on the last national conference held in Padua, "Update in Epileptology", and aims at raising awareness, educate the population and patients, and break down false myths on this pathology.

Stefano Bellon has graduated from Medical School at the University of Padua in 1984, and completed his PhD in Clinical Pharmacology and Therapeutic Medicine in 1993. He is a family doctor with its own practice, in addition of being a member of the Health Committee of the University of Padua Polyclinic and of the Ethical Committee for the clinical practice in Padua. He was the General Director of the Paediatric Research Institute Foundation "Citta della Speranza" and