

**Lifestyle Choices: The Key to Health in the 21<sup>st</sup> Century**

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**Title: "Lifestyle Choices: The Key to Health in the 21<sup>st</sup> Century"**

**Background:** (max 50 words) The 21<sup>st</sup> century, driven by the web revolution, has significantly expanded access to information about health risk factors. With this wealth of knowledge, there are fewer excuses for neglecting self-care. In the exposome model, social factors and lifestyle choices account for 50% of the responsibility for disease development.

**Methods and Results:** (max 100 words)

The data produced by ESPAD®Italia (European School Survey Project on Alcohol and Other Drugs) and IPSAD® (Italian Population Survey on Alcohol and Other Drugs), the largest population surveys conducted by CNR-IFC, allow to map the evolution of health-risk behaviors over the last 20 years.

The findings reveal notable generational shifts: a rise in risky alcohol consumption, especially among women; a resurgence in tobacco and nicotine use among youth; a widespread increase in the use of illegal psychoactive substances and a growing trend of non-prescribed psychiatric medications. The data also show growing health awareness and risk perception, which could be leveraged to improve quality of life through participatory research.

**Conclusions and Significance:** (max 50 words) Participatory research tools (i.e. Dress-p.i.n.k.) allow not only the tracking of lifestyle changes but also the development of impactful health coaching campaigns by managing the infodemic. These initiatives can influence simple daily behaviors that play a crucial role in improving overall quality of life.

**Keywords:** lifestyle, infodemic, participation, e-coaching, health promotion

**References:** (max 5 relevant references from the Authors in the following format:

*full authors list, title, year, journal, vol.: pages*)

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