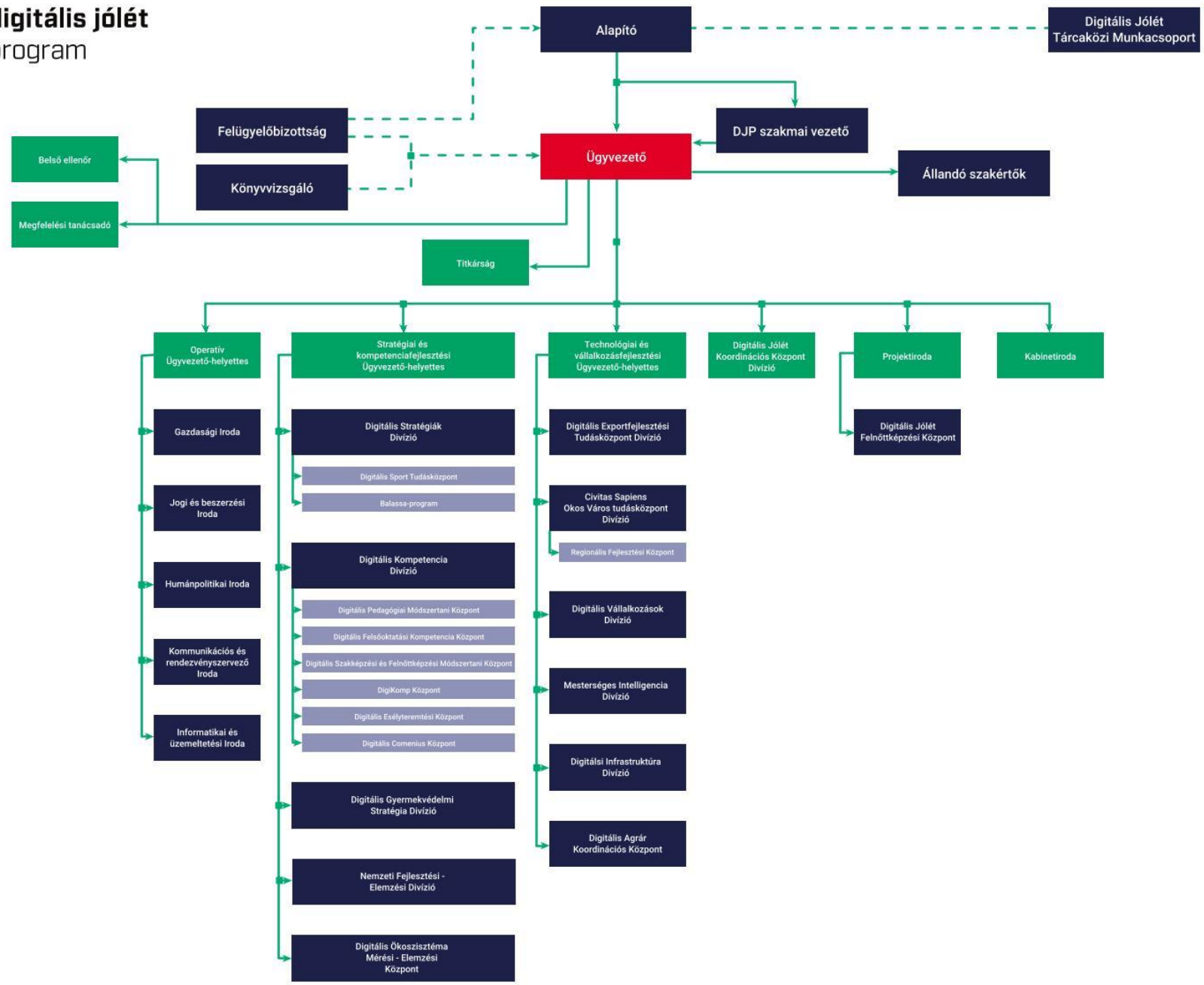digitális jólét program