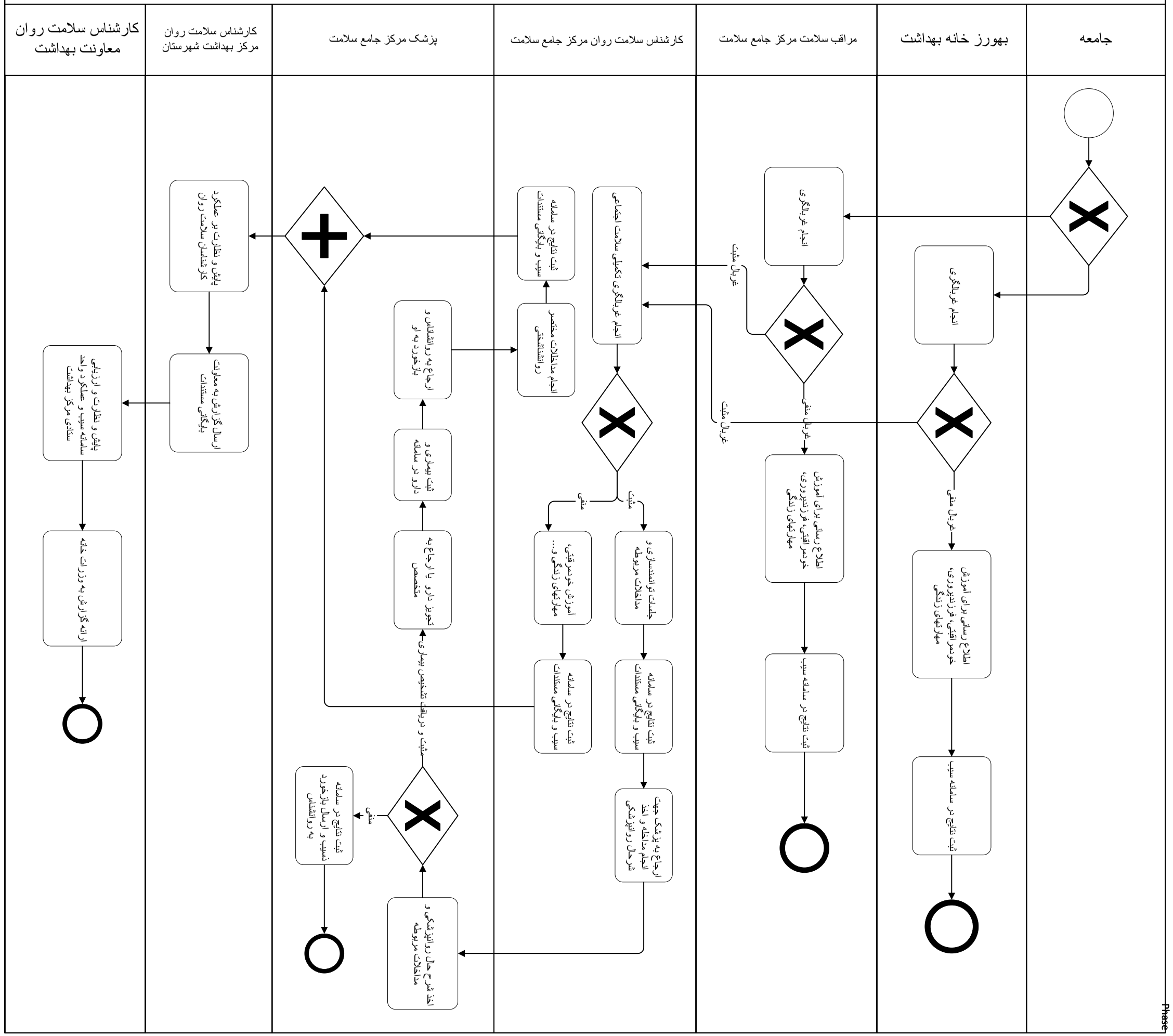برنامه سلامت اجتماعی