

ISCA – CESS PANEL

BLLED, 18-21 NOVEMBER 2010

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**HEALTH PROMOTION AND
EDUCATION**

TO GET COMMON VOICE

Workshop 1: The societal roles of sport

Public health



In Europe a few chronic non-communicable diseases dominate.

Chronic NCDs have also become the leading problem in most of the developing world

CHRONIC DISEASES

PREVENTION :

a vital investment (WHO, 2005)

CNCDs are to a Great Extent Preventable Diseases

- Medical evidence for prevention exists.
- Population-based prevention is the most cost-effective and the only affordable option for major public health improvement in NCD rates.
- Major changes in population rates can take place in a surprisingly short time.

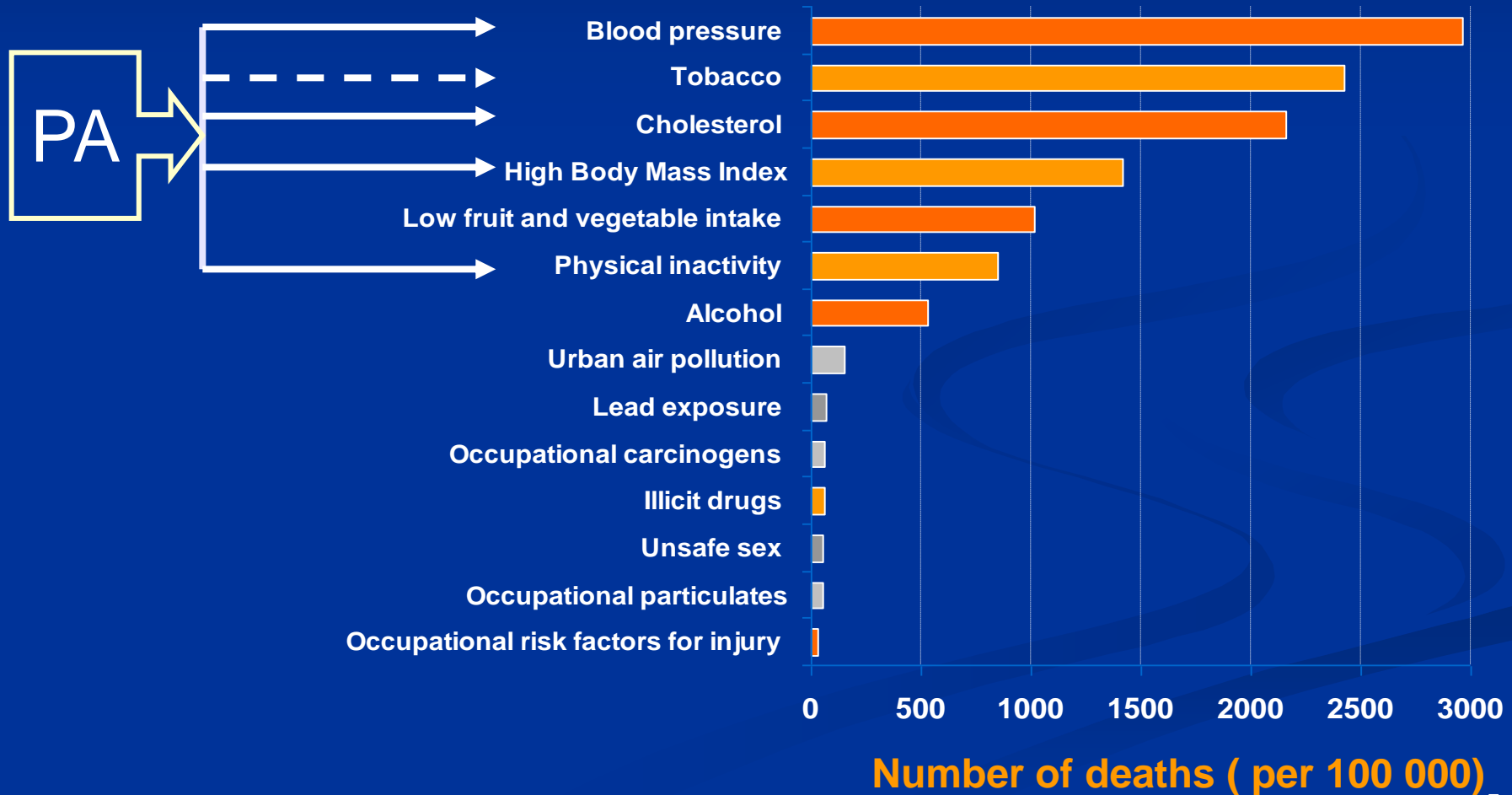
NCDs Are to a Great Extent Preventable Diseases



Prevention targets
most important risk
factors at the
population level.



Deaths in Developed Countries in 2000 Attributable to Selected Leading Risk Factors



Combination of Personal and Public Responsibilities

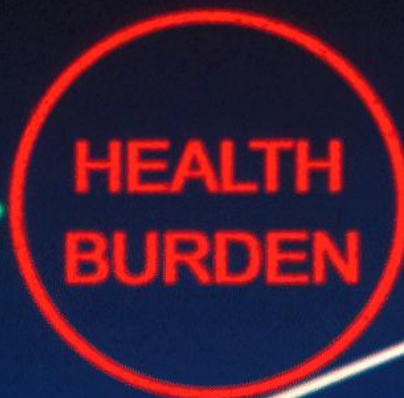
Personal Responsibility

- "Nobody can take better care of your health than yourself"

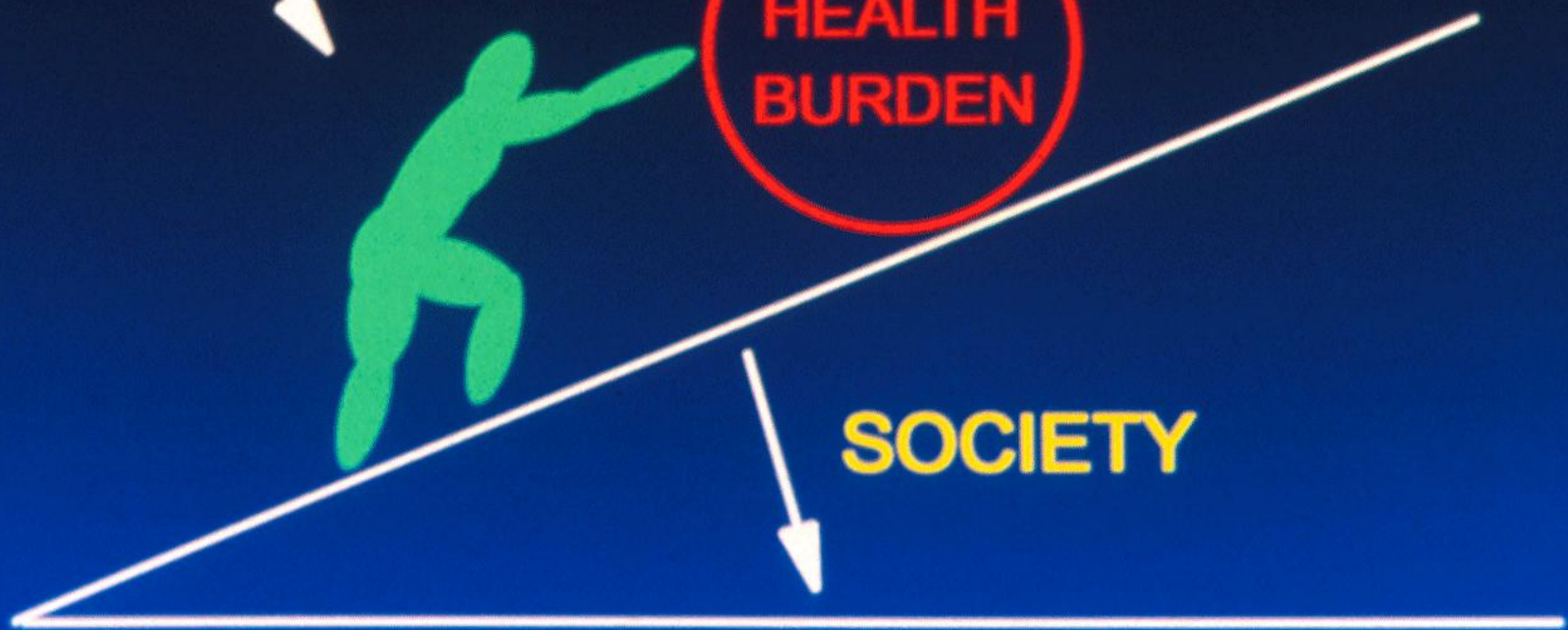
Public Responsibility

- "Make the healthy choices the easy ones"
(Ottawa declaration)

INDIVIDUAL



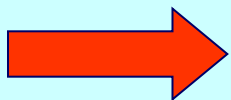
SOCIETY





European Union and Health

- Health is of growing importance both as a value of the citizens and for the social and economic development
- Taking action within the available frameworks and possibilities: directives, programmes and collaboration



**INCREASING ATTENTION TO
HEALTH IN ALL EU POLICIES**

Health in All Policies



- Health is largely determined by factors outside of the domain of health care
- Everyday environments and settings influence population health
- Many government policies have potential impact on health
- Coherent action to improve health is needed in decisions in different sectors
- Often little or no additional investment is needed



Health in All Policies

HEPA promotion requests the interdisciplinary approach, organization, educated personnel, facilities, equipment as well as political, social and financial support.



Health in All Policies



Therefore in planning and implementing of HEPA it is essential to function in teamwork and coordinated.

Health in All Policies

Physical activity promotion must be integrated in national health policy as an important part of interdepartmental public health action of state policy.

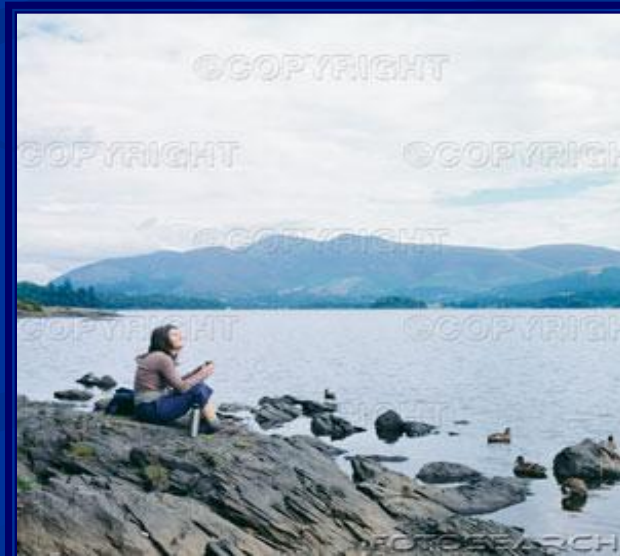
Health in All Policies

Different policy areas:

- Food and nutrition
- Agriculture
- Transportation
- Education & youth
- Alcohol
- Sports
- Worksite

Other issues:

- EU level vs. national policies
- Solving health inequalities



Health in All Policies



Ministry of health and social care should have the leading role in creating of national and political awareness and in encouraging common complementary activities of several ministries.

Health in All Policies

In accordance with the experience of several European countries in planning and implementing HEPA Action plans, a cooperation and responsibility distribution among different sectors, scientific institutions and NGOs.

Health in All Policies



In drafting and implementation of Action plan, relevant experts should be involved, like scientists from faculties of physical education and eminent professionals from NGOs:

Health in All Policies

- „Sport for all”
- League against obesity,
- League for diabetes
- League for cardio-vascular protection
- National occupational and sport medicine society



Health in All Policies



The representatives of

- employers,
- trade union,
- national Olympic committee,
- tourism,
- sport equipment manufacturers.

GOALS

- Prevention of diseases
- Promotion of functional capacity
- Promotion of health and quality of life
- Healthy ageing



WHO Benefits?

- **PEOPLE:** health, well being
- **COMPANIES:** employees work performance
- **HEALTH SERVICES:** cost containment
- **SOCIETY:** national economy



**THANK YOU FOR
YOUR ATTENTION !**