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Health promotion and prevention of risk – actions for seniors

Pro-health 65+

Progress of the work - research part of the project

Bremen Workshop

4-5 March 2015

Stanislawa Golinowska

Analysing of financing health promotion and evaluating health promotion programmes
from economic point of view

WP 7

Steps of research

Health status
and its
determinants
within older
group of
people:

60- 67
67- 80/85
80/85 and
more

Evidence-
based
evaluation of
health
promotion
programmes
focused on
selected
groups of
older people

Recognitions
of health
promoters;
institutions
and
organization
in European
countries
and its
programmes

Analysing
of financing
health
promotion
and
evaluating
health
promotion
programmes
from
economic
point of
view

Health
policy and
health
promotion
programmes
targeted at
older people
at the
European
and
countries
level



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Health status of older people and its determinants

WP 4 (Polish and Italian authors)

	Tasks	Key issues	Dissemination
1.	Literature overview on health disorders of older people in the European countries	Chronic diseases Multimorbidity Mental disorders Disability	
2.	Health status of the analysed group of older people in the European countries – descriptive analysis		Paper ZNOZ ZPiZ VI 2015
3.	Health determinants of analysed group of older people – analysis based on SHARE data	Determinants: demographic, human capital, socio-economic, activities, family situation/obligation, ethnic groups	Conference paper IX 2015 An article
4.	Conclusions and recommendations		Stakeholders

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Evidence- based evaluation of health promotion programmes focused on selected groups of older people

WP 5 (Polish and Italian team)

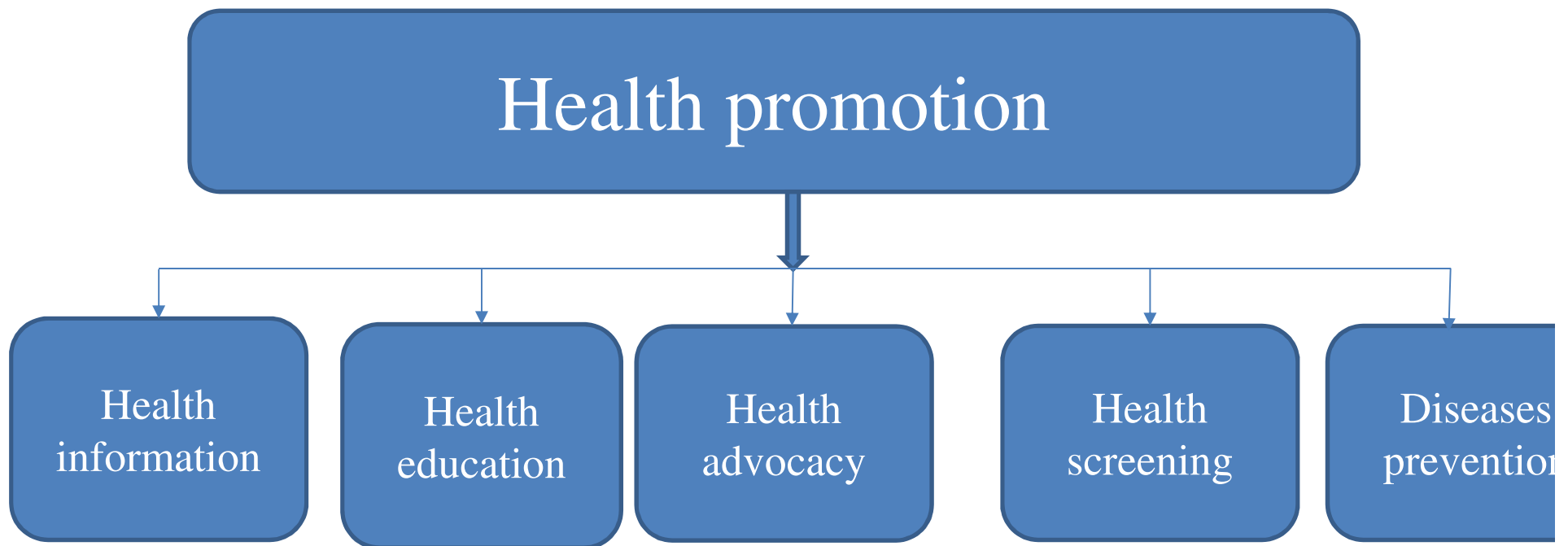
	Tasks	Key issues	Dissemination
1.	Health promotion and prevention – definition and scope of the analysis	Health education, social actions, primary prevention, screening	Project participants
2.	Classifications of health promotion interventions	Based on Issey and modified after McKenzie et al.	Project participants
3.	Search strategy		I-II 2015
4.	Overview - primary sources according to systematic review methodology		Paper for discussion - V 2015 Conference paper IX 2015



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Health promotion scope WP 5





Health promotion and prevention as public health activities

Health education

Health information

Health advocacy

Health screening

Diseases prevention

Combination of those health activities and related organizational, political and economic programmes designed to support changes in behaviour and in the environment that will improve health

Health promotion target groups generally

Target groups - life cycle perspective:

- Children and parents
- Youth health
- Health at work
- Health after 45+
- Health at longer working age
- Retirement
- Health and disability
- Care and health



Older people as target groups;

Population of professionally active persons, aged 60-67

In the phase of professional activity work conditions strongly influence individual health. An additional aspect of the currently proposed research is the analysis oriented on examining the hypothesis that work is a form of active ageing.

Population aged 67-80/85

Studying of this group of the elderly should allow for verification of the hypothesis on the influence of such factors like the level of education, the previously performed professional occupation, the familial situation, the place of residence, the access to information on public health.

Population aged 80/85 and more

In this group we face significant increase of special health care needs. Health promotion for the oldest persons should focus more on immediate effects and take into account their caregivers and families.



Health promoters

Institutions and organisations creating, organising and providing health promotion and diseases preventive programmes, actions and interventions

Subjects of institutional analysis

Sectors	Institutions with health promotion function	Street level health promoters	Place of settings	Target groups
Health	GPs organisation Insurers	GPs Public health professionals	Health centres	Older patients
Educational/ sports	Education offices Sports organisation	Teachers Sport trainers	Schools Sport clubs Sport centres	Population by age
Social	Social services	Social workers Environmental nurses		Vulnerable older people
Governmental	National public health agencies	Public health professionals Epidemiologists		Population
Regional/local	Regional/local public health departments	Public health professionals		Population by age

Subjects of institutional analysis continuation

Sectors	Institutions with health promotion function	Street level health promoters	Place of settings	Target groups
Enterprise sector	Health and safety at workplace services (inspektorat) Trade unions Employers organisations	Occupational medicine specialists	Companies	Older employees
Voluntary	Social and civic organisations – NGOs	NGO activists Public health professionals		Groups of older population
Media	Media organisations	Journalists	TV Internet Portals Press	Population generally and seniors particularly



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Institutional analysis of health promotion addressed at older people

Tasks of WP 6 (Italian and Polish team)

	Tasks	Approach	Analysed countries	Dissemination
1.	Literature overview; institutional analysis of health promotion addressed at older people	Systematic analysis	Europe generally	Paper for discussion V 2015 Conference paper IX 2015
2.	Identification of sectors and main institutions with health promotion functions Country profiles	Desk research and questionnaire	3 group of countries: - Southern: Italy, Portugal and Greece - Continental: Netherlands, Germany - Eastern: Poland, Czech, Hungary and Lithuania	Papers on initial recognition V/VI 2015 for discussion Conference paper?



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Tasks of WP 6 (Italian and Polish team) – continuation

	Tasks	Approach	Analysed countries	Dissemination
3.	Recognising and analysing of selected (main) health promotion institutions and their programmes focused on older people	Qualitative analysis based on specially preparing template	3 representative countries: Netherlands (Germany) Poland Italy	Papers on methodology of research V/VI 2015 for discussion



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Funding and financing of health promotion activities

WP 7 A (Dutch and Polish team)

	Tasks	Approach	Analysed countries	Dissemination
1.	Statistical analysis of health promotion funding	Descriptive analysis based on EU statistics	EU generally	Paper for discussion V 2015 and conference paper IX 2015
2.	Organization, funding and financing of health promotion and prevention for the elderly:	An explorative cross-country comparison	Netherlands Germany Poland and Italy	?
3.	Minorities in EU countries and HPA	Analysis based on SHARE data		Paper for discussion V 2015 Conference paper IX 2015

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Funding and financing of health promotion activities WP 7 A (Dutch and Polish team) - continuation

	Tasks	Approach	Analysed countries	Dissemination
4.	Financing mechanism and incentives: <ul style="list-style-type: none">• Health behaviour among elderly in EU countries and out-of-pocket patient payments• What incentives do EU health care systems provide for healthy active aging?	Analysis based on SHARE data	EU	?



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Economic analysis of selected health promotion programmes

WP 7 B (German and Polish team)

	Tasks	Approach	Analysed programmes	Dissemination
1.	Theoretical paper on economic analysis of health promotion programmes included older people as target group	Desk research	General approach	Paper for discussion V 2015 Conference paper IX 2015
2.	Literature overview	Systematic analysis	In European countries	End of 2015 An article
3.	Recommendation paper	Policy brief		2016