



Co-funded by  
the Health Programme  
of the European Union



# Health promotion and prevention of risk Actions for seniors **Pro-health 65+**

Stanislawa Golinowska



# Presentation plan

- On the project: framework and goals
- Participants
- Challenges
- Background: health promotion and healthy aging
- Health promoters
- Target groups
- Structure and steps of the research part
- Comparative perspective
- Subject of the conference in Krakow



# On the project

**Framework:** The Second Programme of European Community Action in the Field of Health 2008-2013:

- to improve citizens' health security;
- to promote health, including the reduction of health inequalities;
- to generate and disseminate health information and knowledge.

**Aim:** To make evidence, indicate and disseminate knowledge on effective methods of promoting healthy behaviours (lifestyle) and healthy conditions addressed to different groups of older population in the EU countries

**Mission:** to support changes in behaviour and in the environment that will improve health

**Duration** of the project: 36 month: 24 for research and 12 for training of health promoters

# Participants

- Main partners:
  - UJ Collegium Medicum in Krakow
  - Maastricht University
  - Universita Catholica de Sacro Cour in Rome
  - Universität Bremen
- Collaborating partners:
  - Portugal - University of Lisbona - Institute of Preventive Medicine and Public Health
  - Greece - National School of Public Health in Athens
  - Bulgaria - Medical University in Varna
  - Hungary - Corvinus University of Budapest
  - Czech Republic - Masaryk University in Brno
  - Lithuania - Public Enterprise MTVC in Vilnius
  - Poland – Instytut Medycyny Pracy in Lodz - Nofer Institute of Occupational Medicine

# Challenges:

- Older people are not a typical target group of health promotion both in studies and actions
- Theoretical background and evidence on HPA effectiveness are rather poor so far
- Salutogenic orientation (healthy older people – successful aging)
- Heterogeneity and country-specific of HPA
- Interdisciplinarity: medicine, biology, sociology, psychology, economics and political science
- Combination of research with actions



# Background: Health promotion

Health promotion (based on the Ottawa Charter):  
*the process of enabling people to increase control over, and to **improve**, their health.*

Concerning older people: rather *to maintain* health than to improve



# Health promotion components used in the project

**Activities:** policies, programmes, interventions,  
services

**Kind of activities:** information, education, advocacy,  
elements of diseases prevention

**Subjects:** lifestyle and environment

**Health promoters:** public institutions, civic and  
private organisations



Co-funded by  
the Health Programme  
of the European Union



## Health promotion (scope of activities)

Health promotion

Health  
information

Health  
education

Health  
advocacy

Health  
screening

Diseases  
prevention





# Health promoters

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



# 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.

# Structure of the research tasks on HPA

## WHY

Health status  
and its  
determinants  
within older  
group of  
people:

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

## WHICH

Evidence-  
based  
evaluation  
of HPA  
focused on  
selected  
groups of  
older people

## WHO WHERE

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

## HOW much & effective

Funding  
financing  
and  
economic  
evaluations  
of HPA

## WHAT policies

HPA in  
health  
policies  
at the  
European  
and  
analysed  
countries  
level

# Comparative perspective

Selection of countries are based on Esping – Andersen classification to take into account the welfare regimes (without Scandinavian, Ireland and UK countries):

- Continental Europe: Netherlands and Germany
- Southern Europe (Mediterranean): Italy, Portugal, Greece
- Eastern Europe: Poland, Hungary, Czech Republic, Bulgaria and Lithuania

# Objectives of the Krakow Conference

First information about the research development in the project:

- Literature overview conclusions
- Methodology development
- Establishment of co-operation with Partners
- Assessment and advise related to conducted steps of the research
- Dissemination issues
- Administration and financial issues



Home page

---

**Home page**

---

**About project**

---

**Target groups**

---

**Coordinator & associated partners**

---

**Project team**

---

**Project External Boards**

---

**Work Packages**

---

**Projects Events**

---

**Publications**

---

**Presentations**

---

**Pro-Health 65+ in the news**

---

**Contact**

---

Home page <http://pro-health65plus.eu/>

**PRO HEALTH 65+**

**Health Promotion and Prevention of Risk – Action for Seniors**

ProHealth 65+ is focused on health promotion and prevention of health risks among seniors. The project seeks to determine effective methods of promoting a healthy lifestyle among older population groups by bringing together knowledge and experience of main partners and health promoters from Poland, Germany, Italy and the Netherlands and exchange it with collaborating partners: Portugal, Greece, Bulgaria, Czech and Hungary. The effective implementation of training for health promoters working with this age group is the ultimate project goal.

The project is coordinated by the Jagiellonian University in Cracow which cooperates in this process with the Maastricht University. Two other associated partners are Università Cattolica del Sacro Cuore from Rome and Universität Bremen. As much as 32 persons are involved with different disciplinary backgrounds including epidemiology, medical sociology, health economics, politology, law, social communications. The project is led by Stanisława Golinowska (leader) and Andrzej Kropiwnicki (manager) as well as heads of work packages: Milena Pavlova, Beata Tobiasz – Adamczyk, Mariusz Duplaga, Walter Ricciardi, Wim Groot, Heinz Rothgang, Cezary W. Włodarczyk, Stojgniew Sitko.