



Funding and financing health promotion activities for older adults

Jelena Arsenijevic

Overview...

- Financing health promotion activities for older adults in EU
- An example of specific health promotion program-physical activity on prescription

A review of financing HPA for older adults in EU

Which activities

- Fall prevention, promotion of a healthy life style, mental health prevention, programs that promote active work participation for older adults

Methods of financing

- Taxes-government, provincial and local taxes, corporate, earmarked, excise income-related tax payments
- Social health insurance, private or voluntary health insurance
- Co-payments, direct payments
- Grants and donations

Who is paying

- Government, local authorities, funds, insurance, EU projects, NGOs, private companies, participants

Financing of evidence based programs for older adults in EU

Country	Number of programs	Public funds	Private funds	Mix
Austria	22	81%	9.1%	9.1%
Denmark	2	100%	-	-
Czech Republic	13	80%	-	20%
Finland	2	100%	-	-
France	3	80%	-	20%
Germany	9	44.4%	44.4%	11.1%
Italy	4	50%	-	50%
The Netherlands	10	50%	20%	30%
Poland	4	75%	-	25%
Slovenia	10	80%	-	20%
Slovakia	5	60%	-	40%
Spain	7	100%	-	-
UK	12	50%	25%	25%

Sources: HALE database, Vintage database, AGE platform database, Health pro elderly database, ProMenPol database, EuroHealthNet database, EUNAAPA

Financing health promotion activities for older adults -conclusions-

- Heterogeneity in existing activities=heterogeneity in financing
- Differences in the mechanisms of financing and resource allocation
- Lack of information related to older adults



Example of one HPA-physical activity on prescription

- Health promotion programs delivered through primary health care institutions to increase physical activity among risk population groups
- Free access to community centres
- Same goal, different countries and different designs
- Systematic literature review
- Focus: effectiveness and design

Example of one HPA-physical activity on prescription

	Finland	The Netherlands	Sweden	UK
Who is eligible	Diabetes mellitus II Sedentary life style	Diabetes mellitus II Back pain Overweight Cardio-diseases Multi-ethnic population	Sedentary life style Hypertension Diabetes mellitus II MSDs Overweight Mental diseases	Overweight Sedentary life style Chronic diseases Some types of cancer
Who pays	Covered by insurance	Participants and insurance	Entrance fee is paid by users	NHS
User's costs	Time and traveling	Small reduced fee No travel costs-within community	Entrance Travel Time	Partial payments by users
Obstacles	Physicians commitment	Transition from physical activities on prescription to regular sport centers	Sickness and pain Economic reasons were not mentioned	Low recruitment Adherence Sustanaibility-12 weeks



Thank you for your attention!

Health Services Research
Focusing on Chronic Care and Ageing