



Co-funded by
the Health Programme
of the European Union



WP 7b

Theoretical Paper (*Theoretical Approaches to the economic evaluation of health promotion activities for the elderly*)

1.1. Economic evaluation – definition and objectives

2.2. General problems of economic evaluation of health promotion activities

Katarzyna Dubas-Jakóbczyk

Health Economics and Social Security Department

Institute of Public Health

Jagiellonian University Medical College



1.1. Economic evaluation – definition and objectives



Included:

- Evidence based decisions
- Definitions: economic evaluation, opportunity costs

Development?

- History of economic evaluation application developments
- Institutionalization and/or legal aspects



2.2. General problems of economic evaluation of health promotion activities



Included:

- WHO definition of HPA (should be in point 1.2?)
- List of methodological challenges (introduction to further parts?)

Development?

- List (or table with general description) of published guidelines on economic evaluation of HPA (only general guidelines or also papers focused on specific problems?)