

## PARTNERS

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### JAGIELLONIAN UNIVERSITY MEDICAL COLLEGE

[www.uj.edu.pl](http://www.uj.edu.pl)

Principle investigator

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### MAASTRICHT UNIVERSITY

[www.maastrichtuniversity.nl](http://www.maastrichtuniversity.nl)

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### UNIVERSITÀ CATTOLICA DEL SACRO CUORE

[www.unicatt.it](http://www.unicatt.it)

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### UNIVERSITÄT BREMEN

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Principle investigator

Prof. dr. Heinz Rothgang



## CONTACT

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### PROJECT COORDINATORS

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### PROJECT WEBSITE

<http://pro-health65plus.eu>



## PRO HEALTH 65+

Health Promotion and Prevention  
of Risk -Action for Seniors



Co-funded by  
the Health Programme  
of the European Union

*This folder arises from the project  
Pro-Health65+ which has received funding from  
the European Union, in the framework of the  
Health Programme (2008-2013)*

## ABOUT PRO HEALTH 65+

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 Republic 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 many as 32 persons are involved with different disciplinary backgrounds including epidemiology, medical sociology, health economics, politology, law, and social communications.



## METHODS

### Research methods

Assessing social, economic and cultural determinants of health status of older individuals. Evaluating and analyzing health promotion initiatives targeting older individuals.

Analyzing the institutions of health promotion as well as funding of health promotion initiatives targeting older individuals.

Critically review of cost-effectiveness analyses of health promotion among older individuals.

### Implementation

Developing a training manual for health promotion among older individuals. Training for selected street-level health promoters in the project countries.

## EXPECTED OUTCOMES

Use of evidence based and economically effective methods of health promotion within different groups of the street-level health promoters:

- health care practitioners
- policy-makers
- local and NGOs activists
- social workers
- trade unionists
- journalists

Possessing and developing knowledge on proven and cost-effective methods of health promotion and methods of transmitting this knowledge among the important stakeholders within EU.



PRO HEALTH 65+ WORKGROUP