



PRO HEALTH 65+

Health Promotion and Prevention of Risk
- Action for Seniors

PROJECT WEBSITE: <http://pro-health65plus.eu>

PARTNERS

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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 from 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.

PRO HEALTH 65+ WORKGROUP



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 the EU.

CONTACT

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