



PRO HEALTH 65+

Health Promotion and Prevention of Risk - Action for Seniors

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

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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.

Project duration: 36 months (2014 – 2017)

Funding agency: CHAFEA

KEY TERMS

Health of the older individuals

– functional approach connected with the healthy aging paradigm

Health promotion

– combination of health education and related organizational, political and economic programmes designed to support changes in behavior and in the environment that will improve health

SPECIFIC OBJECTIVES (1)

- *Methodology and research:* Research based on quantitative data bases (European, WHO and OECD) on health status of the elderly across the life cycle: working years, retirement and dependency.
- *Evidence overview:* Accumulation and assessment of evidence related to health promotion activities for the elderly. Identifying good/best practices.
- *Institutional analysis:* Identifying the institutions involved in health promotion (i.e. workplace, GPs, local governments, NGOs, media), their legal basis and quality of actions.
- *Funding, financing and economic evaluation:* Study of funding and financing, and cost-effectiveness of health promotion activities towards the elderly to indicate financially effective methods.

SPECIFIC OBJECTIVES (2)

- *Analysis of health and aging policies:* Analysis of main public health policies concerning aging on the European and country levels. List of policy recommendations targeting health promotion addressed to age groups of the older individuals.
- *Implementation of innovative best practices:* Trainings for street-level health promoters to enable them to convey project findings to final beneficiaries and a comprehensive manual based on the project results combined with innovative training materials.

PROJECT PARTNERS

JAGIELLONIAN UNIVERSITY MEDICAL COLLEGE - Coordinator

www.uj.edu.pl

Principle investigator: Prof. dr. hab. Stanisława Golinowska

MAASTRICHT UNIVERSITY

www.maastrichtuniversity.nl

Principle investigator: Prof. dr. Wim Groot

UNIVERSITÀ CATTOLICA DEL SACRO CUORE

www.unicatt.it

Principle investigator: Prof. dr. Nicola Magnavita

UNIVERSITÄT BREMEN

www.uni-bremen.de

Principle investigator: Prof. dr. Heinz Rothgang

PROJECT WORKGROUP



WORK PACKAGES (1)

Horizontal WPs (month 1 to 36)

WP1: *Coordination of the project.*

Actions undertaken to manage the project and to make sure that it is implemented as planned.

WP2: *Dissemination of the project.*

Actions undertaken to ensure that the results and deliverables of the project will be made available to the target groups.

WP3: *Evaluation of the project.*

Actions undertaken to verify if the project is being implemented as planned and reaches the objectives.

WORK PACKAGES (2)

Core WPs (month 1 to 18)

WP4: *Health status and life style of the elderly.*

Comprehensive analysis of the health status and lifestyles of the older individuals across their life span.

WP5: *Methods and types of health promotion.*

Accumulation and assessment of available evidence related to health promotion interventions targeting the older individuals.

WP6: *Providers of health promotion targeted at the elderly.*

Knowledge accumulation on institutional arrangements in protecting health and health promotion activities targeted at the older individuals.

WP7: *Funding, financing, economic evaluation.*

Filling the knowledge gap on cost-effectiveness of health promotion among the older individuals using available information.

WORK PACKAGES (3)

Core WPs (month 19 to 36)

WP8: Conclusions and recommendations for implementation.

Rethinking the health policy frames aiming at healthy aging following European values and recommending the most adequate and effective health promotion interventions targeting the older individuals across life cycle.

WP9: Best practices of health promotion for older population.

Manual describing good-practices of health promotion among street-level health promoters focused on the older individuals. Information deficits and dissemination of gathered expertise will be taken into account in training programs. In associated countries, model trainings will be conducted.

TARGET GROUPS

I. The first target group is in reality **the final beneficiary group**. They are the older individuals themselves in different stages of their life. In each stage of the life cycle, there are different methods of health promotion, while the acceptance of new information and the effects of participation in health promotion also change over the life cycle.

II. The second target group in the project is **the group of health promoters**. This group will be analyzed and treated in two ways: firstly as institutions and organizations which play key roles in health promotion provision, and secondly as a group of so called street-level health promoters.

ADVISORY BOARD

The **Advisory Board** – international team of experts competent in health promotion and ageing issues with high scientific position. The Board was already established with persons from all countries, representatives of which participate in the project as main and associated partners.

Countries	Number of experts
Poland	3
Italy	3
Netherland	2
Germany	4

HEALTH PROMOTERS BOARD

The **Health Promoters Board** – representatives of policy-makers, healthcare practitioners, trade unions and employers organizations, industrial safety inspectorates, NGOs representing different groups of elderly, health protecting sector representatives, regional and local governments, and mass media representatives.

Countries	Number of organizations
Poland	4
Italy	7
Lithuania	1
Netherland	3
Germany	2

EXPECTED OUTCOMES

- Widespread knowledge of health promotion policies, programs and providers targeting older people within European countries particularly among politicians, health administrations and public health activists.
→ *affirmation and professionalization of health promotion*
- Widespread knowledge and use of evidence-based and economically effective method of health promotion programmes within different groups of health promotion providers and street level health promoters.
→ *rationalisation of health expenditures*
- Popularization of active and healthy behaviour of older people focused on avoiding risk of chronic diseases, accidents and injuries among different groups of seniors.
→ *increasing healthy life years*

CONTACT

PROJECT COORDINATORS

Project leader: Prof. dr. hab. Stanisława Golinowska

Project manager: Andrzej Kropiwnicki

PROJECT OFFICE

Anna Najduchowska, leader's assistant

Jagiellonian University Medical College

ul. Grzegórzecka 20, 31-531 Kraków

Tel: +48 12 433 28 09 / +48 603 663 822

E-mail: anna.najduchowska@uj.edu.pl