



Co-funded by  
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# Health promotion and prevention of risk – actions for seniors

## **Pro-health 65+**

## **Concept of the project**

Kick-off meeting

Consumers Health And Food Executive Agency (CHAFAEA)

Luxembourg

3-4 11 2014



# Plan of presentation

- Objectives of the project
- Previous studies' overview
- Key terms
- Target groups 1 – older people
- Target groups 2 – health promoters
- Specific character of the project
- Logic of project construction and steps
- WPs focused on research
- WP 9 - Actions
- Advisory and stakeholders boards
- Products
- Expected results – outcomes



# Objectives of the project

1. Defining and indicating effective methods of promoting healthy lifestyle, addressed to different groups of older population: in different life stages, socio-economic circumstances and with different health status.
2. Recognition of activities in the area of public health, allowing for the identification of different methods of (clinically confirmed) health promotion in order to assess their impact on the health status of the aging population.
3. Recognition of the role that health policy, social policy and governance play in identification of institutions and organizations promoting health addressed to different age groups of the elderly, which would allow for general assessment of current practice
4. Estimation of general costs of health promotion activities and particularly – cost of activities addressed to older people.
5. Implementation of research findings into health promotion tools and trainings methods conducted by key providers and street level health promoters.



# Key terms

**Health of the elderly** – 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 behaviour and in the environment that will improve health



# Target groups I – older people; final beneficiaries

## **Population of professionally active persons, aged 60-67**

In the phase of professional activity work conditions strongly influence individual health. An additional aspect of the currently proposed research is the analysis oriented on examining the hypothesis that work is a form of active ageing.

## **Population aged 67-80/85**

Studying of this group of the elderly should allow for verification of the hypothesis on the influence of such factors like the level of education, the previously performed professional occupation, the familial situation, the place of residence, the access to information on public health.

## **Population aged 80/85 and more**

In this group we face significant increase of special health care needs. Health promotion for the oldest persons should focus more on immediate effects and take into account their caregivers and families.



# Overview of previous studies

Important projects on aging and health promotion implemented to date:

- COURAGE in Europe (Health, wellbeing, functional status, quality of life and disability while ageing)
- Healthy Aging project
- ProMenPol Project (European Network of Health Promotion Agencies)
- INNOVAGE (Social Innovations Promoting Active and Health Ageing)
- AAMEE (Active Ageing of Migrant Elders across Europe)
- Aspiring to Healthy Living
- New Dynamics of Ageing



# Specific character of the project

1. Evidence-based evaluations of health promotions programmes targeting different groups of older population
2. Interdisciplinary character: epidemiology, medicine, public health, sociology of medicine, psychology, health economics, law, politology, communication
3. Combination of research and actions for health promotion
4. Health promotion policy oriented at the both levels i.e. European and countries

# Logic of the project.

## Steps of research

Health status and its determinants within older group of people:

60- 67  
67- 80/85  
80/85 and more

Evidence-based evaluation of health promotion programmes focused on selected groups of older people

Recognitions of health promoters; institutions and organization in European countries and its programmes

Analysing of financing health promotion and evaluating health promotion programmes from economic point of view

Health policy and health promotion programmes targeted at older people at the European and countries level

# WPs focused on research

WP 4 – A comparative analysis of the **health status and life styles** of the elderly in different stages of life cycle taking into account social determinants of health and specific health problems: chronic diseases and multi-morbidity

WP 5 – Accumulation and assessment of available **evidence related to health promotion interventions** targeting the elderly

WP 6 – Knowledge accumulation on **institutional arrangements** in protecting health and health promotion activities targeted at older people in sequenced life stages in Europe. Cross-sectorial approach at inter-national, regional and local levels

WP 7 – A comprehensive review of the studies on the **financing and cost-effectiveness of health promotion** targeting the elderly

WP 8 will focus on preparing two comprehensive reports: (1) an analytical report about European **public health policies targeting older people** across their life cycle with emphasis on the impact of countries' public health policy and providers for those groups in the population (2) a synthetic report summarizing research results from

WP4–WP7 in the context of European and domestic public health policies targeting older age groups.



# Advisory Board

The **Advisory Board** – international team of experts competent in health promotion and ageing issues with high scientific position. The Board is already established with members from all countries participating in the project as main and associated partners

Role of the advisory board:

- Consulting methods of research
- Discussing of the results
- Reviewing selected reports
- Advising of disseminations and publications of the Project results



# Advisory Board

1	Tomasz Grodzicki	M. D. Professor of geriatrics	Krakow Poland
2	Adam Windak	M.D. Professor of family medicine	Krakow Poland
3	Katarzyna Wieczorowska-Tobis	M. D. Professor of geriatrics	Poznan Poland
4	Sergio Garbarino	M.D., specialist in neurology and neurophysiology	Genoa Italy
6	Giuseppe De Lorenzo	M.D., specialist in occupational medicine,	Rome Italy
7	Francesco Landi	M.D., Associate Professor of Internal Medicine and Geriatrics	Rome Italy
8	Jan Hamers	Professor of Care of Older People	Maastricht Netherlands
9	Ruud Kempen	Associate Professor of Medical Sociology	Maasricht Netherlands
10	Ulla Walter	Professor of Philosophy	Hannover Germany
11	Hajo Zeeb	Professor of Health Science and Psychology	Bremen Germany
12	Petra Kolip	Professor of Psychology	Bilefield Germany
13	Clemens Tesch-Römer	Professor of Psychology	Berlin Germany
		Stanisława Golinowska	



# Logic of the project. Steps of actions

Preparing  
manual based  
on knowledge  
coming from  
the project  
results

Investigating  
health  
knowledge  
gap within  
groups of  
street level  
health  
promoters

Training for  
trainers  
for street-level  
health  
promoters

Creating a  
network of  
well-informed  
street-level  
health  
promoters

# WP 9 – focused on actions

Acquired knowledge will be transferred to street-level health promoters and through them to the elderly who will actually be able to use it in their lives

## Tasks:

1. Preparing manual
2. Diagnosing information on sources and deficits (knowledge gaps) of the street-level health promoters to whom trainings will be provided
3. Organizing “Trainings for trainers” for street-level health promoters, including key health promoters: GPs, country and local policy makers, teachers, NGOs activists, Trade Unions and industrial safety activists, health oriented journalists....,
4. Creating a network of well-informed street-level health-promoters



## Target groups II – health promoters

Institutions and organisations promoting healthy life style and providing health promotions programmes and interventions:

- Health sector, particularly primary health care and LTC
- Health and safety at the workplace: industrial safety, employer organisation, trade unions
- Social assistance focused on older people
- Public health authorities at regional and local self-governments
- Non-governmental organizations particularly focused on educational activities of the elderly and chronic disease prevention
- Mass media specialized in health issues and Internet



# Board of Health Promoters

Role of health promoters board:

- discussing and defining stakeholders' interests towards health promotion activities proposed in the project
- evaluation of training materials
- supporting trainings
- evaluation of training performance
- further dissemination and implementation of project outcomes.



# Board of Health Promoters

Proposed list of stakeholders includes policy-makers, healthcare practitioners, trade unions and employers' organizations, industrial safety inspectorates, NGOs representing different groups of the elderly, health protecting sector representatives, regional and local governments, mass media representatives.

Country	Number of organisations
Poland	4
Italy	7
Lithuania	1
Netherland	2
Germany	2



# Board of Health Promoters

The College of Family Physicians in Poland (Kolegium Lekarzy Rodzinnych);

Polish Nationwide Association of Universities of the Third Age (Federacja Uniwersytetów Trzeciego Wieku)

Institute for the Development of Social Services (Instytut Rozwoju Służb Społecznych) - IRSS

Department of Health and Social Policy, the Marshal's Office of the Małopolska Region (Urząd Marszałkowski Województwa Małopolskiego)

Sindnova - trade union no-profit association for research and studies on workers' health.

The FNP-Cisl - Italian trade union association of pensioners

SIAMEG - Italian Society for General Practitioner education

ISDE Italia - International Society of Doctors for the Environment, a non-governmental organization of medical professionals devoted to environment and health issues

Sociale Castelli - Consortium of NGOs for social assistance of elderly people in the Latium region of Italy

Arca di Noé, social cooperative

Local Sanitary Health Unit RMD in Rome

MTVC - training, research and development centre in Vilnius

Council for Public Health and Health Care Netherland (RVZ - Raad voor de Volksgezondheid en Zorg)

Academic Collaborative Centre Public Health (ACC) - Department of Knowledge and Innovation. Community Health Services South Limburg Netherland

The National Association of Statutory Health Insurance Funds – (GKV- Spitzenverband )

Sozialverband -VdK Deutschland e.V.

The National Association of Statutory Health Insurance Physicians (KBV - Kassenärztliche Bundesvereinigung)

# Products

1. Research reports:
  - WP 4
  - WP 5
  - WP 6
  - WP7 – two reports (financing and economic analysis)
  - WP 8 – two reports (European health promotion policy and health promotion policies of analysed countries)
2. Final project report (WP8)
3. Manual and training materials for health promoters (WP 9)
4. Policy briefs (all WPs?)
5. Recommendations - Strategy of health promotion targeting older people for future take up (WP 2, WP 8)
6. Scientific articles (all WPs)



# Expected results – Outcomes

1. Widespread knowledge of health promotion policies, programmes and providers targeting older people within European countries particularly among policy makers, health administrations and public health activists > affirmation and professionalization of health promotion
2. Widespread knowledge and use of evidence-based and economically effective methods of health promotion programmes within different groups of health promotion providers and street- level trainers > rationalisation of health expenditures
3. 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