Health promotion and promoting healthy lifestyles in Lombardy

La promozione di stili di vita e ambienti favorevoli alla salute in Lombardia

Liliana Coppola, Maria Gramegna, Marina Bonfanti, Lucia Pirrone
Prevention Governance and Healthcare Protection Unit Health Promotion Service
Current epidemiological framework: chronic diseases due to non-healthy lifestyle and behaviors

Actions needed with the goal to support “lifestyles” changes (dietary behaviors, sedentary reduction, etc.)

“Lifestyle (...) is determined by the interconnection between individual features, social interactions and socio-economic / environmental conditions”

(WHO)
Healthy lifestyle promotion (proper diet, adequate physical activity, etc.) is included in the broadest process known as «Health Promotion»:

“Health promotion is the process of enabling people to increase control over, and to improve, their health”

(The Ottawa Charter for Health Promotion OMS -1986)
Healthy Diet
Active Lifestyle

Complexity
Co-responsibility
Sample: Factors influencing dietary behaviors change

- Information
- Knowledge
- Capacity to apply knowledge on food and nutrition
- Capacity to elaborate information, take decisions
- Reinforcement of the environment
- Communication
- Food commercialization
- Quality and format of the communication
- Access, availability and costs of food
- Habits, risks awareness, values
- Motivation and readiness to change
- Food preference (habits, culture)
- Self-empowerment
- Education
- Obstacle, risks, benefits of change
- Family and social support to change
- Social rules, models
- Community organization
- Trial opportunities
- Policies

Complexity
Co-responsibility
Health Promotion and Prevention

Key words in Lombardy

Efficacy, inter-sectorial actions, sustainability, empowerment

Governance...

- To re-address health interventions (Guidelines to ASL, training of professionals, tools design)
- To develop inter-sectorial policies (Integration between regional policies, Agreement with other actors i.e. Schools)
Capacity building

...the development of knowledge, skills, commitment, structures, systems and leadership to enable effective health promotion. It involves actions to improve health at three levels: the advancement of knowledge and skills among practitioners; the expansion of support and infrastructure for health promotion in organizations, the development of cohesiveness and partnerships for health in communities.

*WHO Health Promotion Glossary: new terms – 2006*
CON MENO SALE NEL PANE C’È PIÙ GUSTO
... e guadagni in salute

IL TUO FORNAIO HA SCELTO DI PRODURRE IL PANE RIDUCENDO
IL CONTENUTO DI SALE A TUTELA DELLA TUA SALUTE.

Nella nostra dieta il pane fornisce un apporto quotidiano di sale.

"Il sale favorisce l’aumento della pressione arteriosa, principale causa di infarto e di
ictus. Abluarsi gradualmente a consumare meno sale ha un effetto positivo sulla salute
perché riduce la pressione arteriosa, migliora la funzionalità di cuore, vasi sanguigni
e reni, aumenta la resistenza delle essi."

Fondata: Ministero della Salute

\[\text{Regione Lombardia}\]
Health Promotion and Prevention

Key words \textit{in Lombardy}

Efficacy, inter-sectorial actions, sustainability, empowerment

**Action (ASL):**
evidence-based integrated and multi-sectorial local planning interventions supporting individual change even through “living environments” change
Empowerment: information, knowledge, opportunity...

Pedibus in Lombardia

"Pedibus" consists in the transformation in the pedestrian circuit of the school - house normally realized, prevalently, in bus or on foot. In Lombardia the pedibus is now a consolidated reality, currently are stabilizing at the age of 200 lines.

Gruppi di Cammino

The "Group of camminare" consists of groups of people who walk regularly in a fixed path. Initially "guided" by operators and then via automated. In some reality, the participation of groups is divenut a possible "prescription" elaborated by the General Practitioner that participate to the project, to patients portatori of specific factors of risk or malattie (obesity, hypertension, diabetes, etc.).

Walk to School

School lunch...

Use the stairs!

Walking Groups

Pillole di educazione sanitaria per cittadini-consumatori

Scale per la salute

I benefici per la salute dell'attività fisica sono dimostrati al di là di ogni dubbio, ma esistono strategie efficaci, semplici e accettabili dalla comunità per aiutare le persone ad aumentare l'attività fisica?

Sì, tra le strategie di prova efficace raccomandate per la popolazione, la più semplice ed economica è mettere cartelli nei "punti di decisione" (accanto agli ascensori) con inviti a usare le scale.