

Gaining health in Tuscany: making healthy choices easy

Gaining health by making it easier to do exercise and physical activity

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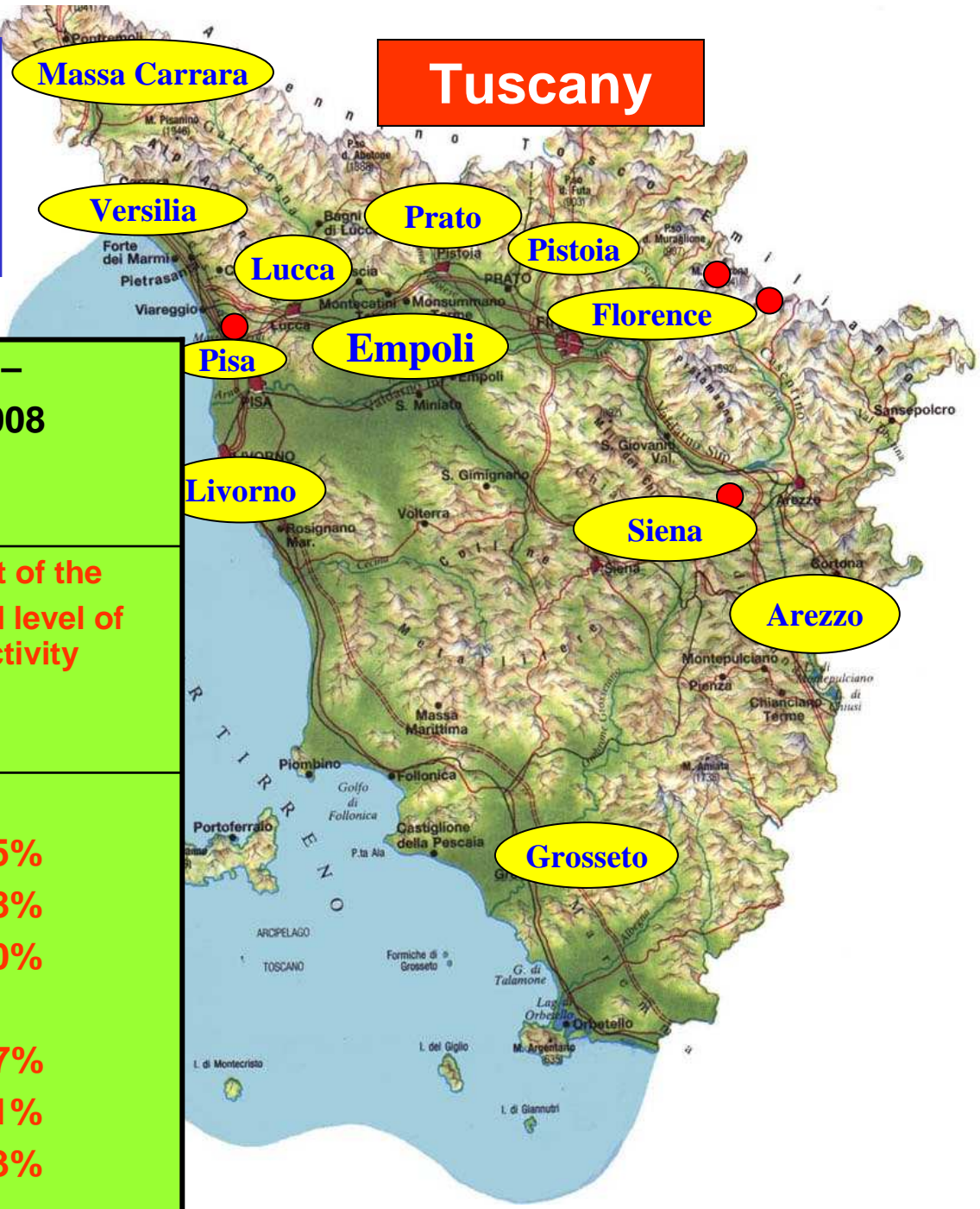


Regione Toscana
Diritti Valori Innovazione Sostenibilità

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Direzione Generale
Diritto alla Salute e Politiche di Solidarietà

3,705,884 Residents
 12 Local Health Units
 4 Hospitals
 287 Councils



| oKKio alla salute Year 2008 | HBSC – Year 2008 |
|--|---|
| Achievement of the recommended level of physical activity | Achievement of the recommended level of physical activity |
| Children / m 9y 35,9% Children / f 9y 32,5% | Boys 11y 40,5% 13y 41,8% 15y 38,0% Girls 11y 29,7% 13y 33,1% 15y 26,3% |

International

The principals and strategies

National

National Health Plan

National Prevention Plan

Gaining Health Programme - “Making healthy choices easy”

Regional

Government programme

Regional Health Service Institutive Law

Regional Health Plan 2008-2010

Territorial

Healthy Society

Integrated Health Plans



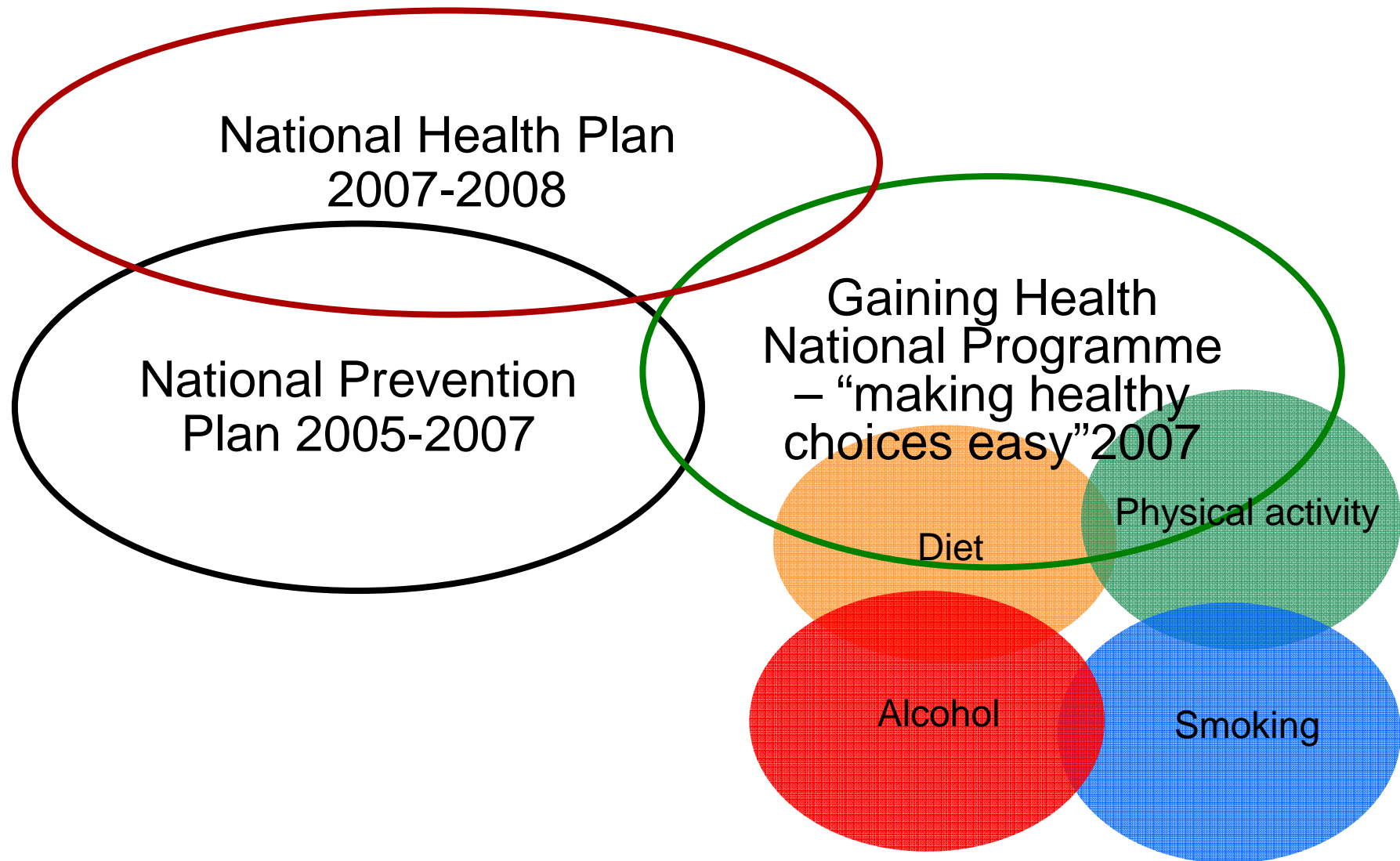
WHO

GENERAL CONSIDERATIONS

- The relationship with the WHO has helped to orientate local strategic choices.
- The Agreement-framework forms a **frame of reference** that health promotion programmes and initiatives inspired by WHO approaches to themes of social, economic and environmental health causes can refer to.
- These international relationships enable exponential **professional growth**.



National Level



RHP 2008 – 2010

“gaining health in Tuscany – making healthy choices easy” R.G.D. 800/2008

➤ Activating intersectorial strategies for focused action on promoting healthy lifestyles.

Through integrated planning

Health in all policies



GAINING HEALTH IN TUSCANY

Action and planning lines 2008-2009

Intervention areas:

- A) Gaining health makes healthy eating easier
- B) Gaining health makes exercise and physical activity easier
- C) Gaining health makes becoming smoke-free easier
- D) Gaining health makes alcohol awareness easier.

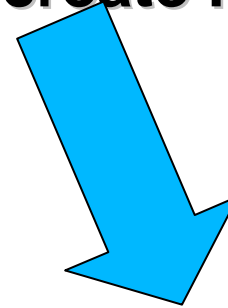
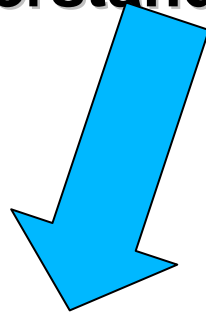
Fundamental issues for developing planning lines:

- Cross-cutting planning perspectives on lifestyles
- Referring to the Integrated Health Planning objectives and the actions it provides for
- An evaluation system and the adoption of indicators within the context of health profiles



To...

**Make healthy choices easy, it is necessary to work together
(alliances, understanding, ability to create integrated plans)**



**The knowledgeable citizen's
responsibility
(Empowerment)**

**The institutions' responsibility
to sustain the adoption of
correct behaviour**



Gaining health makes doing exercise and physical activity easy

- *Encouraging children and young people to do physical activity*
 - Children in movement...to gain health
 - Young people and healthy lifestyles
 - Seminars and workshops to aid healthy choices
- Encouraging physical activity for people suffering from stress and mental disturbances
 - Together, in movement... to gain health



Conclusions

Only by using policies and programmes that recognise the cross-cutting role of health will it be possible to implement integrated strategies to promote healthy lifestyles in the Tuscan population

Health in all Regional policies

