



Project
Actions for a healthy life



Seminar "Active for life"-

An Italian Ministry of Health-
Emilia-Romagna project on
physical activity promotion

Bologna, 10th November 09



P A Promotion in the
VENETO REGION

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The VENETO REGION context

Veneto Region



4,500,000
inhabitants

Capital: Venezia

Principal towns:
Verona, Vicenza,
Padova...



Economy

This area is characterised by a high socio economic status, it is one of the highest income areas in Europe due to the fact that pro capita income is 1/5 higher than the European average. The Veneto Region contributes about 10% to GDP (Gross domestic product) and its population represents only 7.5% of the whole population in Italy.

Population lifestyle

Insufficient P A: 40% people 18 to 65 years (HSS PASSI)

55% children 6 to 10 years (HSS OKKIO)

Sufficient PA: 33% Young people to 13 years (HSS HBSC)

Action Plan “Hygiene and Public Health Services”

In 2002 a three year action plan concerning the “Hygiene and Public Health Services” (HPHS) in Veneto Region was drawn up. This Plan aimed at renewing working methods, organization and activity areas. Its main purpose was to enable workers to fight new risk factors and face NCD epidemics. This program includes 22 technical schemes regarding the main areas of HPHS, one of these was targeted to PHYSICAL ACTIVITY PROMOTION

Veneto Region project against sedentary lifestyles 2002/2009



The regional project

21 local health authorities

19 involved in P.A. promotion

<i>Media campaigns on the benefits of physical activity</i>	General Population
<i>Establishment of local networks (Authorities, Universities, Firms, Mobility managers, Associations)</i>	Civil society and administrative organisations
<i>Interventions to modify urban environment in favour of physical activity. Studies into urban planning and accurate interventions on building projects</i>	Municipal technical offices Prevention Technicians Local authorities, Stakeholders
<i>Supporting participatory initiatives by civil society organisations and supporting initiatives for walking and cycling promotion (Bimbinbici, Pedibus)</i>	Local authorities Children Schools Stakeholders
<i>Training health workers</i>	GP, Other health workers
<i>Gym, walking and cycling for elderly people</i>	Elderly people
<i>Walking and cycling activities for groups at risk</i>	Heart patients, Psychiatric patients Diabetic patients, Health professional Network
<i>Financing and support of local pilot activities (27 initiatives by Veneto Region Local Health Units)</i>	Elderly people, Diabetic patients General population



Project
promotion
of PA and walking



The national project

The Veneto region experience must be extended to the other five regions

National project for the promotion of PA and walking

The Ministry of Health and the Presidency of the Council of Ministers (Department for Youth Policies and Sport Activities) commissioned the Veneto region to establish a project for the promotion of PA and walking in order to extend experienced actions into the five other regions

Participants in the project: year 2008/9

Regions	Inhabitants
Veneto Region	4,527,694
Piemonte Region	4,214,677
Emilia Romagna Region	3,983,346
Marches Region	1,470,589
Lazio Region	5,112,413
Puglia Region	4,020,707
Total	23,329,426



Objectives



Methods

To establish a network of regional representatives and local health units' prevention departments

To activate local networks of associations for the promotion of PA.

- Municipalities
- Schools
- Health workers
- Other private and public authorities
- To promote changes in the urban environment in order to support healthier lifestyles

The Project aims at increasing everyday life activities (walking, cycling, walking groups for elderly people) and activities for children and young people (Pedibus and other initiatives)

Physical activity is oriented towards the prevention of chronic diseases and helps social integration of people with disabilities, health care workers must be **involved in a structured manner**

Basic nutritional information must be circulated among PA participants.

Scientific knowledge on PA promotion and on urban initiatives must be extended among public workers and decision makers (public health; MMG; prevention technicians, public sector workers, voluntary associations) in order to influence lifestyles.

Final considerations



High prevalence of sedentary lifestyles in our context

High car rate (60 cars/100 people, the highest rate in Europe)

Private transport is increasing at about 3% per year

We are currently focusing on the implementation and evaluation of specific actions with particular attention to social and environmental determinants for P A in urban areas. There is a high prevalence of sedentary lifestyles in our context. We also have a high car rate (60 cars/100 people, the highest rate in Europe) and private transport is increasing at about 3% per year. Traffic is a pervasive experience in our cities and it represents a major risk factor for sedentariness and obesity. In many cases, we are facing town planning changes that are worsening the urban environment (i.e. increases in car infrastructures, reduction of green areas). For this reason, it is urgent to define best policies to produce changes in the community environment , so that people can be more active during their everyday life.