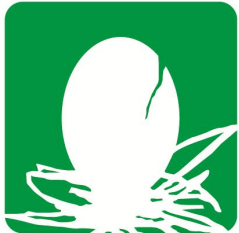




Placing health on the regional development agenda

Tatjana Buzeti

Centre for Health and Development M. Sobota



HEALTH
& DEVELOPMENT

Presentation outline



- Definition of the problem
- Priority setting
- Outcomes
- Challenges



Clear definition of the problem

with limited data

Pomurje in the year 2000

ASSETS!

- **Social & Economic standard**

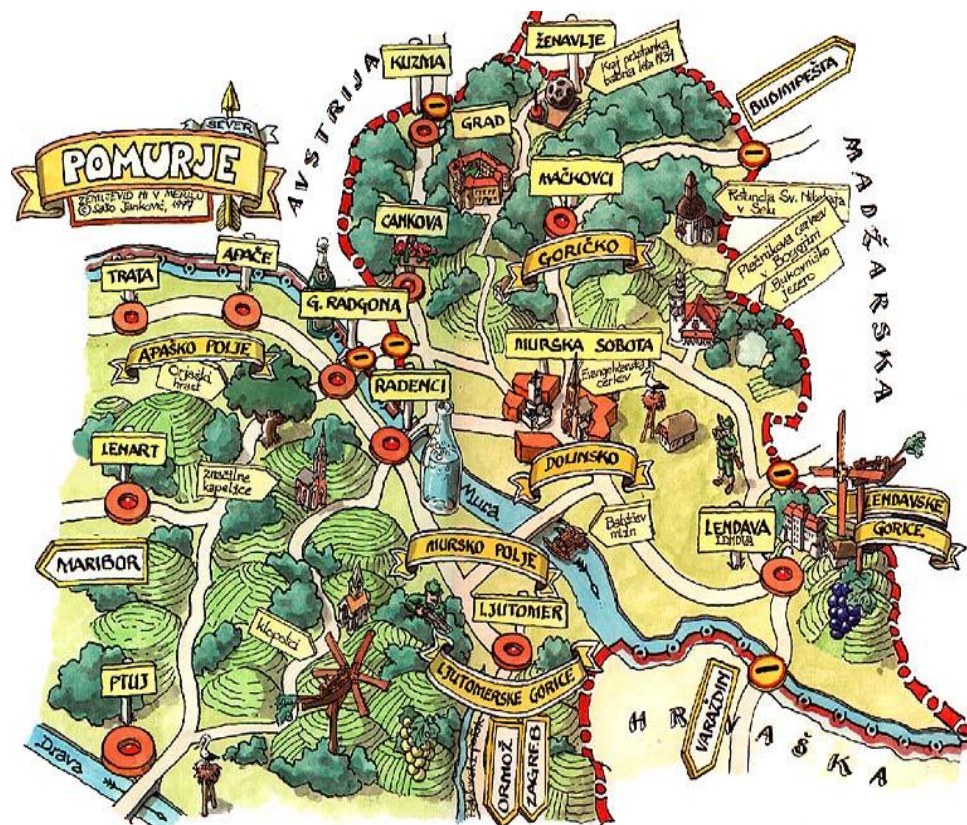
- Highest unemployment 17%
- GDP 70% of Slovene avg.
- Restructuring of industry and agriculture

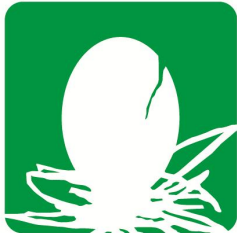
- **Environment**

- Burden of agriculture
- Nature 2000 protection areas

- **Health**

- Lowest life expectancy
- Highest mortality



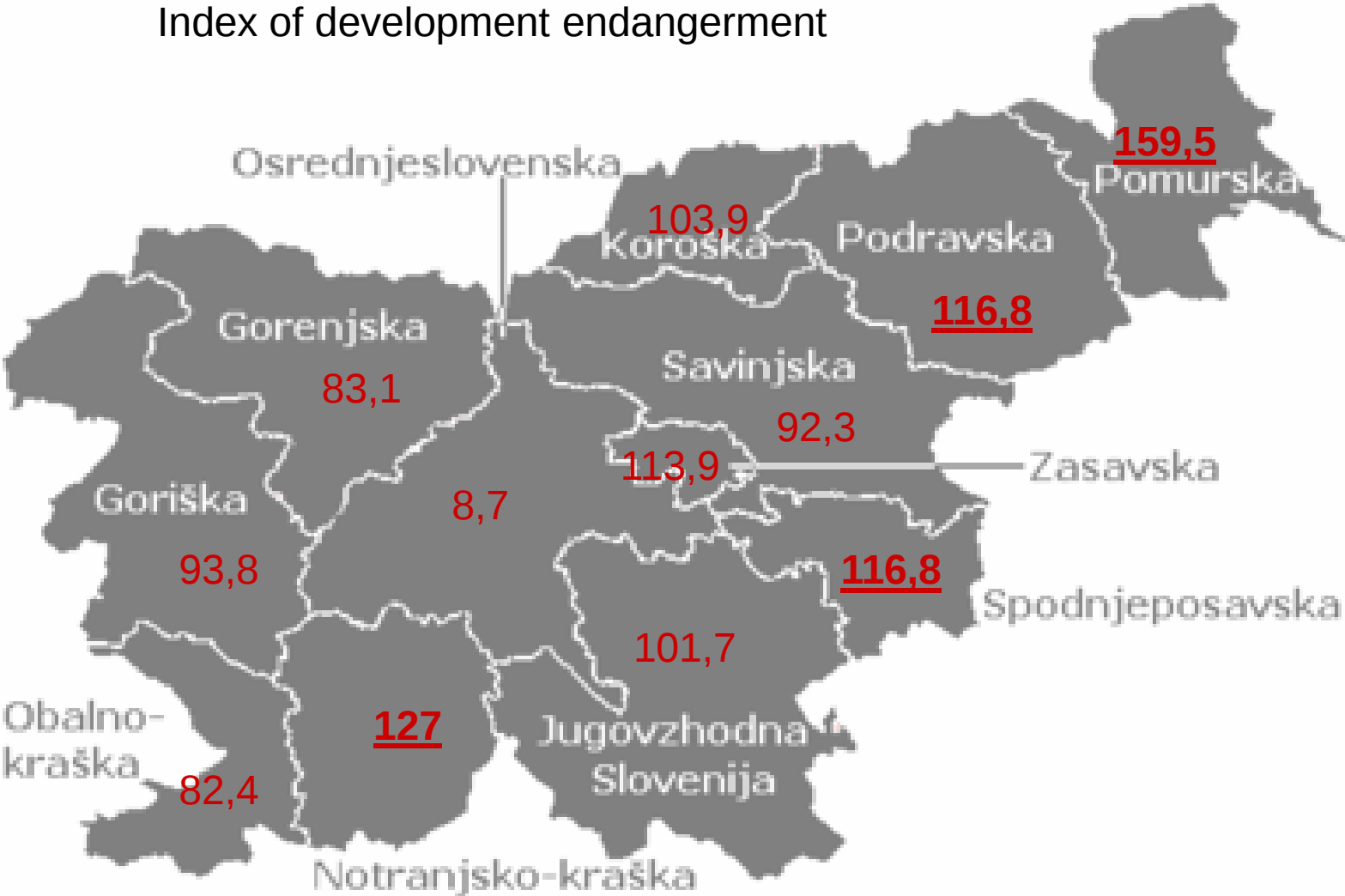


HEALTH
& DEVELOPMENT



Regional development

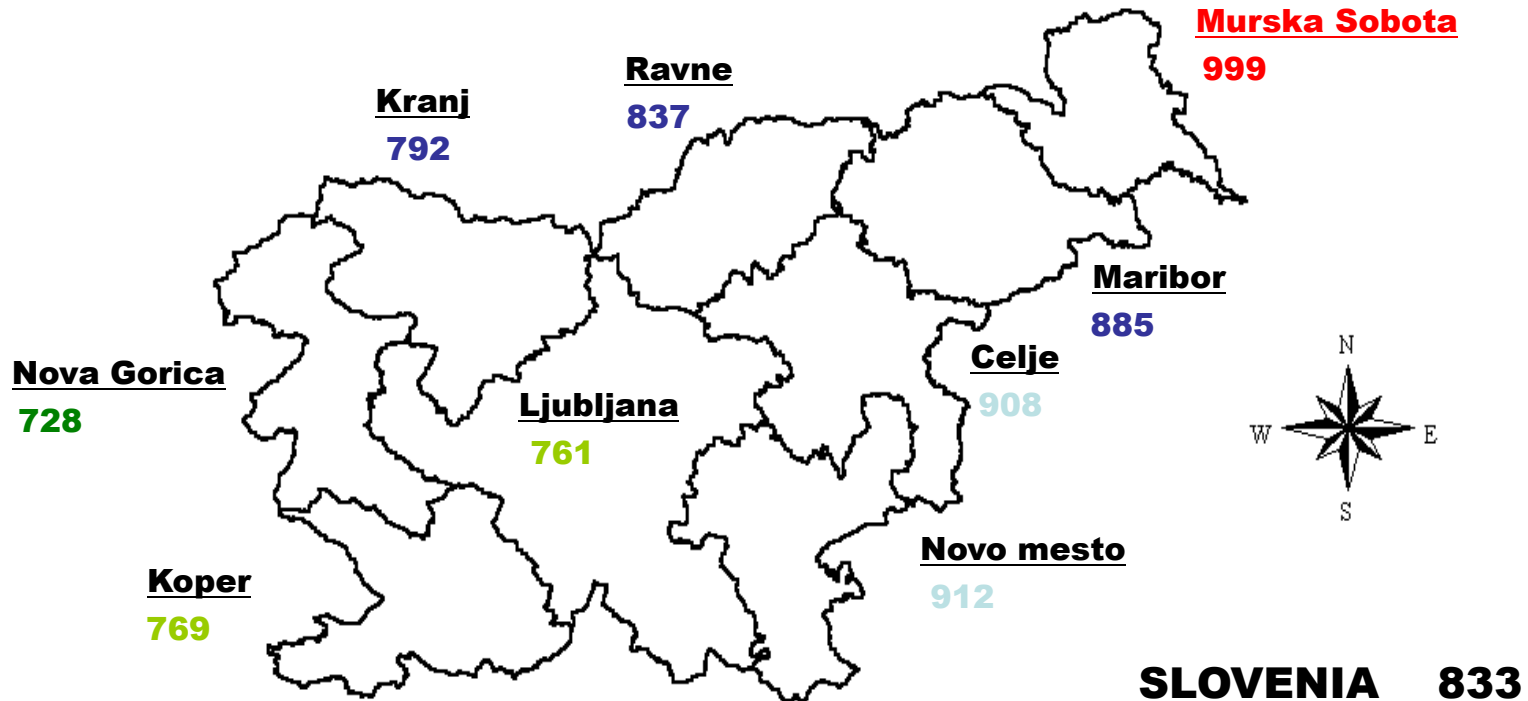
Index of development endangerment



Age-standardized overall mortality rate by health regions (1999)*

Promoting Health Through
Physical Activity and Nutrition
Radenci, SLOVENIA, 18 - 21 April 2002

(per 100,000 inhabitants)



* mortality rate, if all regions had the same age distribution as Slovenia as a whole

HIA of food, agriculture and nutrition policies in Slovenia after accession

Karen Lock, Paul Wallace (University of London)
Mojca Gabrijelcic, Peter Otorespec, Jozica Zakotnic (Slovenia)
Aileen Robertson, Carlos Dora, Marco Martuzzi (WHO Europe)

RATIONALE

- Accession to European Union: opportunities
- National Food and Nutrition Action Plan
- Inequalities in health between east and west- e.g. high rates CVD, liver cirrhosis
- Most of determinants of ill-health are not under control of health sector

Key determinants of health identified at stakeholder workshops

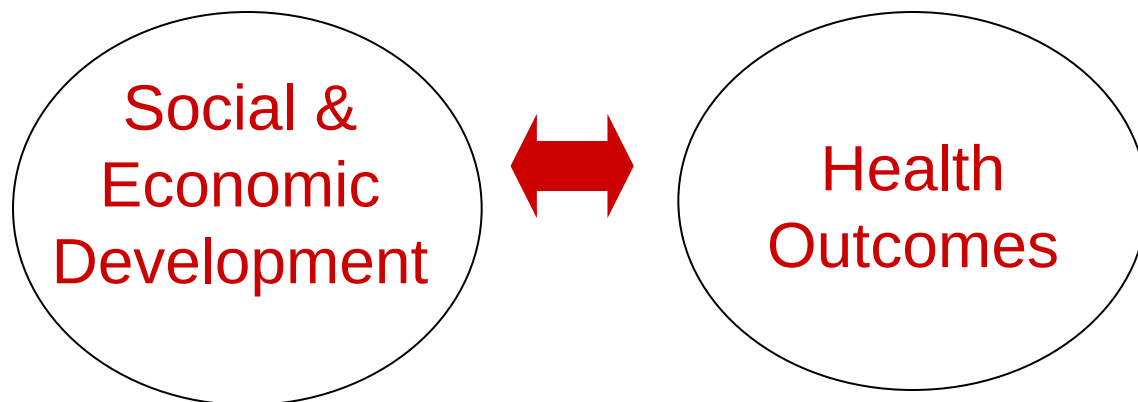
- Potential changes in income & employment in rural areas
- Cultural impacts on rural lifestyle
- Increased imports (e.g. fruit and vegetables)
- Farm intensification and health concerns
- Potential benefits of and barriers to organic agriculture
- Occupational health of farmers, food processors
- Capacity of local services to cope with post accession changes in socio-economic status e.g farmer education, employment services

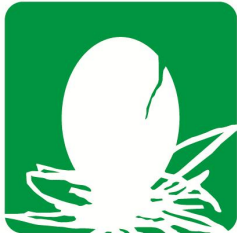


Priority setting

Slovenia in the year 2000

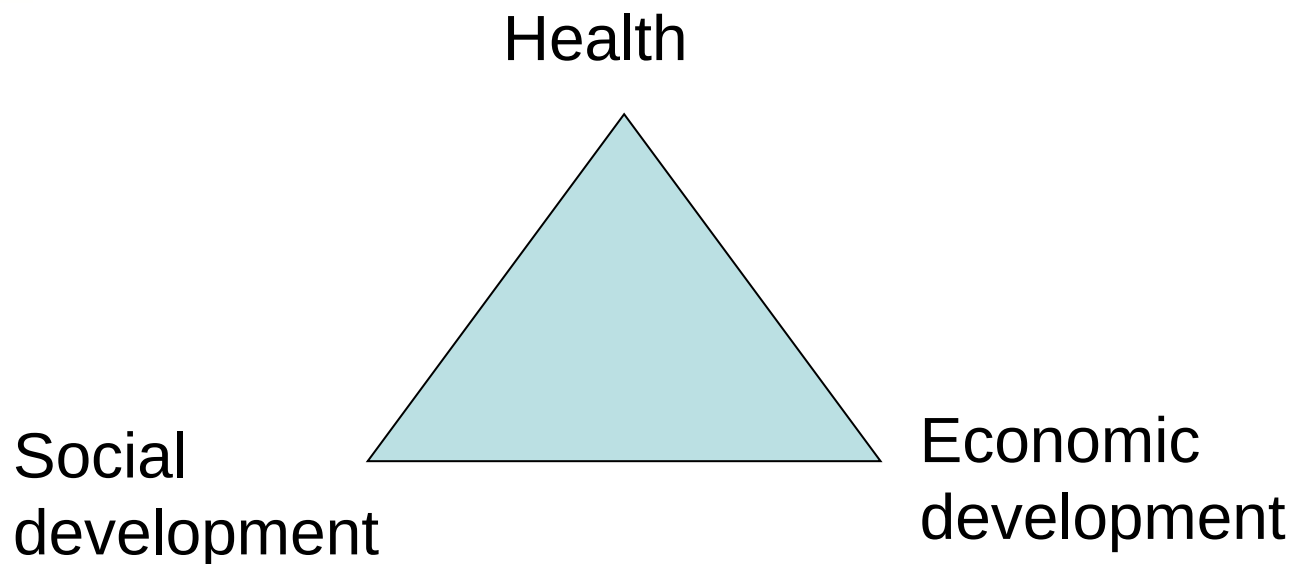
- Balanced regional development
- EU Accession
- Socioeconomic determinants of health put forward by the MOH





HEALTH
& DEVELOPMENT

Investment for Health & Development



WHO/ Europe

Development policies, programs and projects relate to social and economic determinants of health

REGIONAL DEVELOPMENT PLAN

Social determinants

- Unemployment
 - Education
 - Social cohesion
-
- Target group: population in rural area

The main goal of the program MURA

to achieve better health and quality of life for the people in the Pomurje region

to achieve the **understanding of health as a development potential** of the region and vice-versa: development as the basis for better health

HEALTH

HEALTHY COMMUNITY

HEALTH PROMOTION IN :

- local community
- marginal groups
- schools
- workplace

HEALTHY FOOD

AGRICULTURE FOOD INDUSTRY

- more fruit & vegetables
- ecological farming
- local supply chain
- safe & healthy food

HEALTHY TOURIST OFFER

- healthy & traditional offer in gastronomy
- recreation programs
- prevention programs in health spas
- Eco-tourism

HEALTHY ENVIRONMENT

Natural, living, socio- economic

PROJECT LET'S LIVE HEALTHY



TO IMPROVE HEALTH OF THE POPULATION

LIFESTYLE:

NUTRITION

PHYSICAL ACTIVITY

TO TAKE SELF RESPONSIBILITY FOR HEALTH



More fruit & vegetable to children and adolescents

+

Faster regional development



Local procurement

- Clear vision: quality food products basis for “healthy meals”
- Awareness raising about
 - importance of local procurement for social and economic situation of the region
 - sustainable development and green procurement
- Training of purchasing staff
 - Agreements with more supplier
 - The specified quality for economic price
 - Quality definition
- Parallel work with local suppliers



Pomurje the land of health and friendly people



Healthy tourist offer

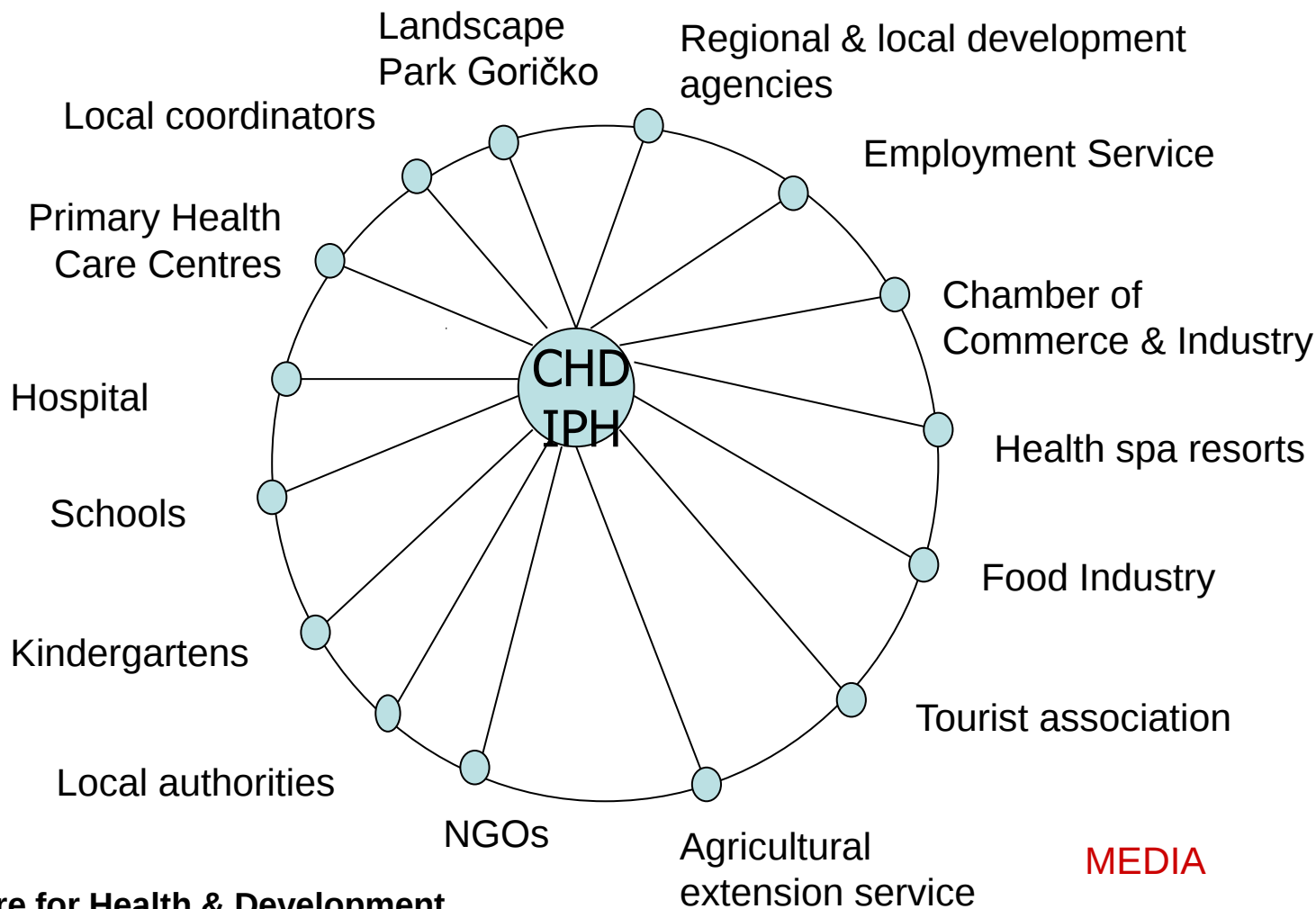
- Active free time
- Eco/nature tourism
- Cycling & walking (Nordic Walking)





Partnership

Regional Partnership



CHD- Centre for Health & Development

IPH- Institute of Public Health Murska Sobota

Short term vs long term outcomes

RESULTS

HEALTHY COMMUNITY

- "Let's Live Healthy" in 50 communities
- Strategy to tackle health inequalities
- Programs for high risk groups

HEALTHY FOOD

- Local supply chains
- Ecological center Svit
- Healthy food standard
- New products

HEALTHY TOURIST OFFER

- Center for Nordic Walking
- Health & Nature
- Healthy nutrition programs
 - spas
 - restaurants

Strong partnership network
Health common interest

PERCEIVED CHANGE OF LIFESTYLE		% PARTICIPANTS
NUTRITION (any change)		95 %
More vegetable		67 %
More fruit		53 %
Less fat		64 %
Less salt		36 %
More physical activity		36 %
Knowledge about healthy lifestyle		65 %
Information from workshops distributes further		50 %

CINDI Health Monitor Slovenija 2004 - 2008

dr.Lijana Zaletel-Kragelj, dr.med.

Faculty of Medicine, Cindi Slovenija

Significant improvement towards more healthy

- fat use by preparation of food
- milk quality
- red met consumption
- fried food consumption
- consumption of sweet nonalcoholic beverages
- salt usage

Slight improvement towards more healthy

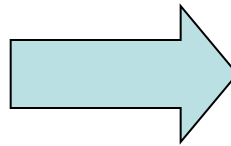
- fruit consumption
- Body Mass Index

Unreliable estimate/further evaluation required :

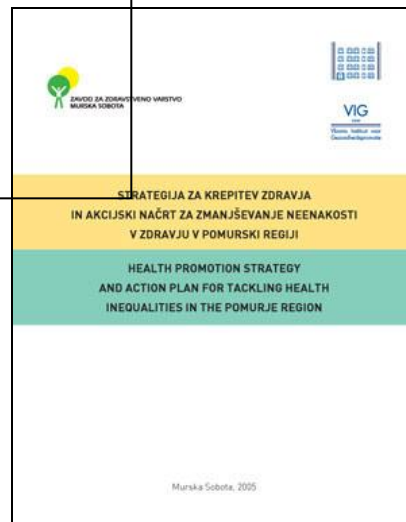
- vegetable consumption

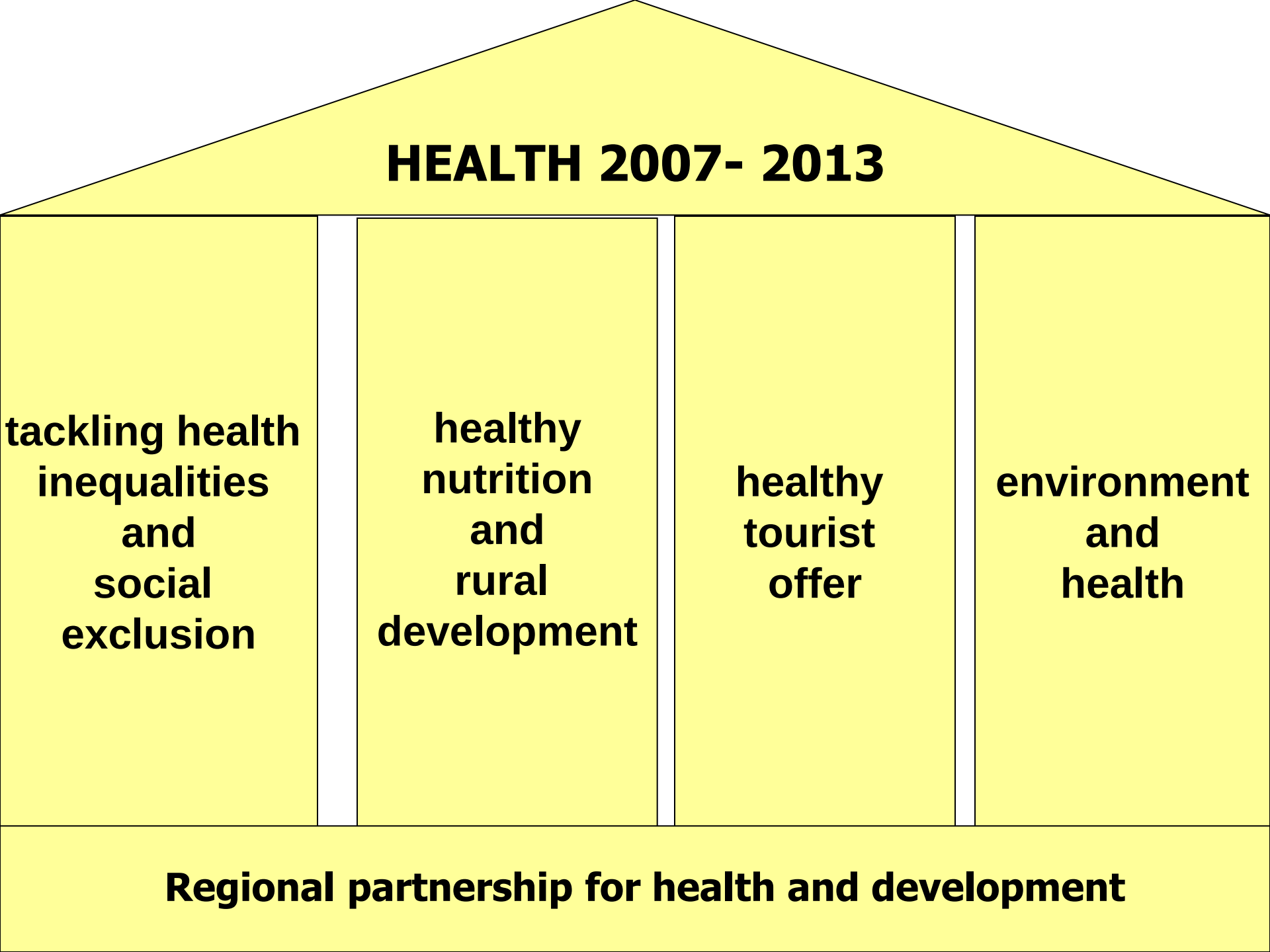
Health & regional development

Regional strategy
for
tackling health
inequalities



Regional
development
program
2007 - 2013





HEALTH 2007- 2013

**tackling health
inequalities
and
social
exclusion**

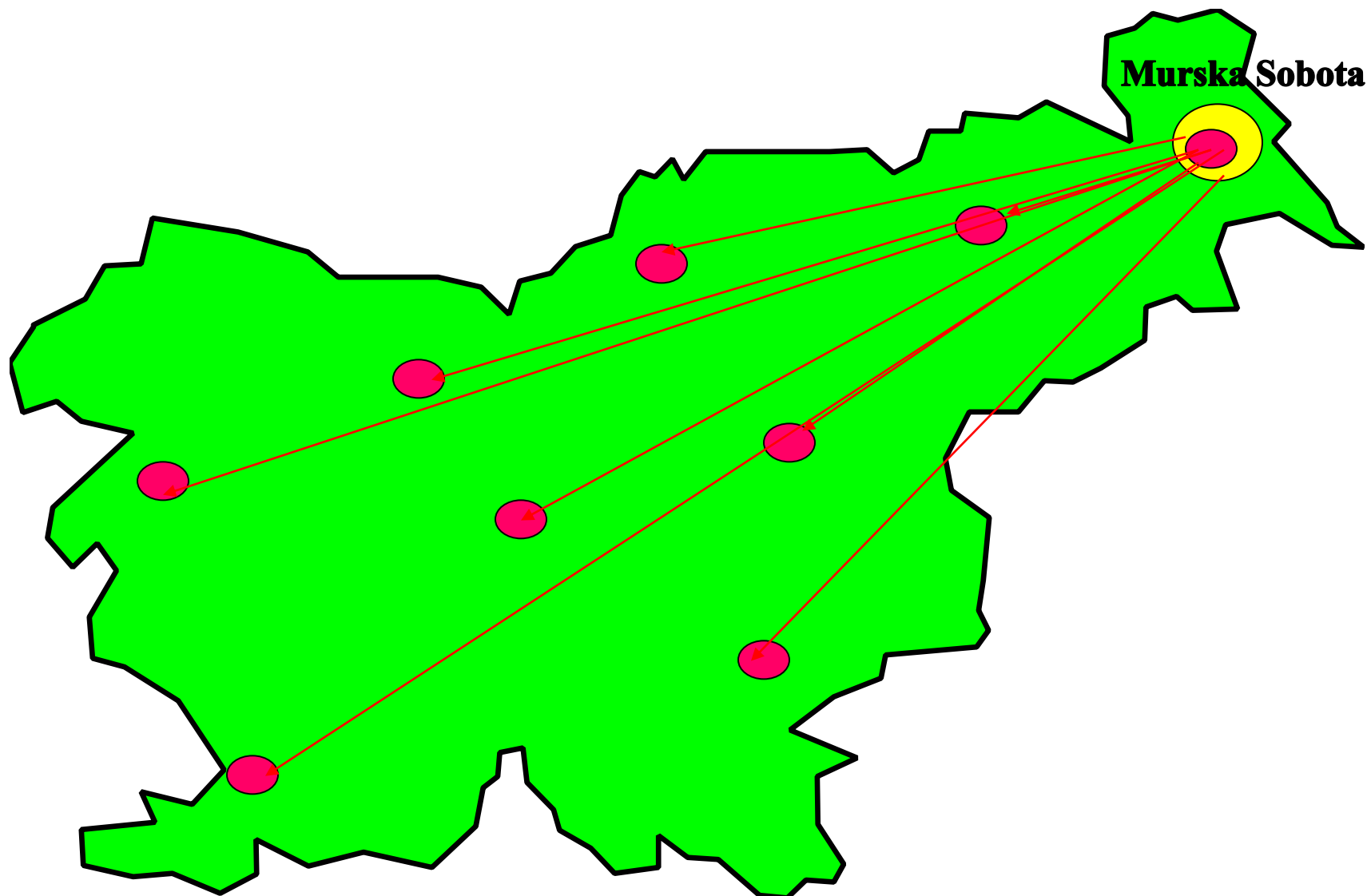
**healthy
nutrition
and
rural
development**

**healthy
tourist
offer**

**environment
and
health**

Regional partnership for health and development

Transfer of good practices



Challenges

- Sustaining the commitment
- Monitoring: different stages require different indicators
- Improving the community capacity
 - Human resource training
 - Partnership
- Integrating good practices into the system
 - National framework on health equity
 - Health equity in all policies



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