

NATIONAL LANDSCAPES IN HEALTH PROMOTION AND PRIMARY PREVENTION

14 Country Reports and Overview Report



? What is it?

The prevalence of chronic diseases across Europe is high and public health budgets are constrained. Investing in health promotion and primary prevention is cost-effective, yet, as the overview report confirms, only a very small percentage of health expenditures are allocated to this.

The country reports provide a useful insight into approaches used, levels of capacity and crucial gaps and needs in relation to health promotion and primary prevention policy and practice.

There are clear differences across partner countries' systems and structures, especially regarding levels and sources of funding as well as levels of capacity. Despite these differences, common gaps and needs emerge, such as shortage in investments and in capacity building. These offer an excellent basis for reorientation, innovation and improvement in health promotion and prevention.

👥 Using in practice

How can the reports be used?

These reports offer stakeholders a great opportunity to reorient, innovate, improve, redevelop and develop capacity in health promotion and disease prevention, both within their respective countries and as a shared venture.

The reports demonstrate that there is a wealth of experience, knowledge and examples of good practice in partner countries that can help promote the exchange, scaling up, and transfer of cost-effective and innovative health promotion and primary prevention practices.



Health promotion is **cost-effective** and can

- ✓ enhance the **quality of life**,
- ✓ increase the **health related knowledge/ health literacy**,
- ✓ **delay the onset of chronic diseases**,
- ✓ **reduce the prevalence of chronic diseases**.

Existing approaches need to be complemented with innovative thinking and emerging opportunities or 'markets' for health promotion (like e-health, m-health and cooperation with third sector or business organisations).

Linkages between health promotion and other sectors that affect health, such as sustainable development, employment, and social affairs, need to become stronger.

Stakeholders – who needs to be involved?

- The reports can be used by anyone interested in health promotion and primary prevention, e. g. policy makers, practitioners, healthcare personnel, social workers, etc.
- Stakeholders from other sectors (e. g. environment, housing, education etc.) can use the reports to learn about the benefits for health promotion and potential links.



There is huge potential in strengthening health promotion and primary prevention policies and practices and in reducing the burden of chronic diseases. It is essential to

- ✓ **invest more**, and more inventively in this area,
- ✓ **build and develop capacity**,
- ✓ involve departments and ministries other than health (in a 'Health in all Policies' approach),
- ✓ **reduce health inequalities**.

Useful links

The country reports are available for following countries:

- ✓ *Bulgaria*
- ✓ *Cyprus*
- ✓ *Estonia*
- ✓ *Germany*
- ✓ *Greece*
- ✓ *Iceland*
- ✓ *Ireland*
- ✓ *Italy*
- ✓ *Lithuania*
- ✓ *Norway*
- ✓ *Portugal*
- ✓ *Spain*
- ✓ *The Netherlands*
- ✓ *United Kingdom*

All country reports and the overview report are available on the JA-CHRODIS website: <http://www.chrodis.eu/our-work/05-health-promotion/wp05-activities/country-reports>

