

Joining Forces in Health Promotion to Tackle the Burden of Chronic Diseases in Europe

Session 1: The State of Health Promotion and Primary Prevention in Europe

Speech Highlights

- Physical activity is the easiest way to deal with NCD's
- Overweight is a major problem
- Women are less active, which to some extent is owed to cultural norms
- 6 out of 10 people live with at least one illness
- When moving from planning to implementation of programmes & interventions, social norms must be changed/ established in order to get people in general & women in particular more active
- Measures to reduce the use of tobacco can be viewed as a success story of public sector intervention in NCD's
- Tobacco control as an example/ role model: need of collaboration between suitable partners in order to overcome limitations (housing, traffic, employers, safety, media);
- The burden should not be placed on the patient for fully; interventions need to be more accessible, more convenient; more monitoring & better treatment is necessary
- Unique opportunity to become leaders in saving lives
- To adapt the physical environment is a cornerstone, which falls under the responsibility of governments: universal access in particular regarding gender, all social strata, physically challenged is important; in order to walk, run, cycle, climb the city it e.g. needs cycle paths, walkways, but it also needs to be pleasant, without barriers, and safe areas
- Similar measures need to be taken
- Lifestyle change as a huge gain: investment in healthy people pays off; free of cost/ affordable/ reasonably priced for the participating individuals
- It is not only about savings or premature deaths, but mainly about improving the quality of life for those concerned