

# Welcome speech BZgA @ CHRODIS Conference

## “Joining forces in health promotion to tackle the burden of chronic diseases”<sup>1</sup>

Vilnius November 24th 2015

Dear Vice Minister Zinkevičiūtė,

Dear Director Sabaliauskas,

Dear Mr. Huebel,

Dear CHRODIS partners,

Ladies and Gentlemen,

I have the honour to speak to you as the representative of the Federal Center for Health Education, BZgA Germany and on behalf of the leadership of the Joint Action CHRODIS Work Package on health promotion and primary prevention.

It is a great pleasure for me to welcome you all to the Joint Action CHRODIS conference here in the beautiful city of Vilnius.

I would like to thank our hosts, the Lithuanian Ministry of Health and the Center for Health Education and Disease Prevention (SMLPC) for your kind hospitality and the opportunity to hold our conference here.

I would also like to thank the European Commission, represented today by Michael Huebel, who has initiated, co-funded and continuously supported the Joint Action CHRODIS.

Thank you, Teresa Chavarria and your colleagues from the Institute Carlos Tercero, you are providing our remarkably big Joint Action with a strong leadership. Thank you especially for your valuable support in the preparations and political dissemination of this event.

We would not be able to gather here without the restless work of the eighteen associated partners and twelve collaborating partners in our work package. My special gratitude goes

---

<sup>1</sup> This speech arises from the Joint Action Addressing Chronic Diseases and Healthy Ageing Across the Life Cycle (JA-CHRODIS) which has received funding from the European Union, under the framework of the Health Programme (2008-2013). Sole responsibility lies with the author and the Consumers, Health, Agriculture and Food Executive Agency is not responsible for any use that may be made of the information contained therein.

out to you, dear partners and colleagues, this event has been made possible through your continuous commitment and constructive work over the past two years.

The activities of the Joint Action CHRODIS and our work package on Good Practice in health promotion and primary prevention are aligned in the context of the European reflection process on chronic diseases. The final report defined health promotion and primary prevention as one of the two main pillars to tackle the epidemic of chronic diseases.

During the past almost two years, CHRODIS partners have analysed the health promotion landscapes in their countries and identified common gaps and needs. A panel of health promotion experts from our partner countries have systematically assessed and defined criteria for good practice in health promotion. Based on these criteria, partners have identified and documented good practice examples. The presentation of these good practice examples will receive an appropriate stage this afternoon in the so-called marketplace session.

To learn from each others' experiences was the overarching aim of our activities in the Joint Action CHRODIS up to this point. But the exchange of Good Practice examples is only one important element of a structured knowledge transfer process. We all know, that the effectiveness and impact of standalone practices suffer, if they are not framed within a broader strategy.

This realisation has also been a strong driver for the law to strengthen primary prevention and health promotion which was passed by the German parliament in June this year. The law puts a strong emphasis on concerted measures across the life cycle and setting-based approaches to reduce health inequities.

Distinguished guests, this conference marks a transition in the activities within the Joint Action CHRODIS Work Package on health promotion and will guide our work from the mutual exchange towards an understanding on how good practices hold the potential for transferability over national and regional contexts.

We have tried to reflect this transition in our conference agenda concept and will therefore continue the discussion tomorrow on how to include today's key conclusions into our upcoming activities.

I would like to wish you all an interesting conference with lots of opportunities for mutual exchange and interaction. Thank you very much for your attendance and contribution.