

Opportunities and challenges to implement health promotion practices

Perspectives from Ireland



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The key questions for session 4

- What are the opportunities & benefits for your country/region to implement a good practice identified during JA-CHRODIS?
- What are or what could be the challenges?
- Are there some collaboration opportunities with other projects?
- How will CHRODIS+ contribute to implementing good practices?

Opportunities to implement

- What has CHRODIS participation brought to Ireland's partners so far?

Capacity building and integration nationally

Capacity sharing, network building across Europe

How are we doing in Ireland?

How will Ireland create a lasting benefit from CHRODIS participation in the design and delivery of health promotion policies, programmes and services?

Implementation and transfer of good practice

- Policy level

New policies under development in Ireland

Review/revision of current policies

- Programme/ service level

Taking advantage of large-scale European 'trialled' innovations

Processes to help with prioritization of investment

Challenges

- Policy development cycles –opportunities for new investment in evidence-informed programmes
- Sources of investment for new health promotion programmes, particularly with demands on health services
- Demonstrating return on investment
- Fostering growth of cross-sectoral funding sources
- Sustainability
- Health promotion workforce
- Cultural/ contextual differences in transferability



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