

## Landscape reports

There is great potential to reduce the burden of disease by making better use of existing knowledge on effective ways to prevent chronic diseases and promote health and wellbeing.

In order to unlock this knowledge we have compiled health promotion landscape reports from twenty-one European countries involved in the Joint Action CHRODIS PLUS.

**Promising methods for health promotion exist. The challenge is how to implement them effectively.**

## Introduction

The challenge of chronic disease is immense but health promotion and disease prevention programmes are the answer.

Health promotion engages and empowers individuals and communities to share in healthy behaviours, and to make changes that reduce the risk of developing chronic diseases.

The country reviews provide a unique snapshot of what is happening in countries across Europe.

## What we did

1. Questionnaire developed for participating countries to complete.
2. Analysis and identification of key themes using rich theoretical thematic analysis method
3. Findings were synthesised into a report
4. Reviewed and approved by Chrodis Plus coordinators and executive board

## Conclusions

1. Health promotion across Europe receives limited attention from policy makers
2. A division between medical and social approaches to health exists.
3. Health in all policies needs to be fully implemented more widely in more countries in Europe
4. There is not enough funding for health promotion
5. Health promotion needs further operationalisation to facilitate easier monitoring and value assessment.



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