



ZAVOD ZA ZDRAVSTVENO VARSTVO
MURSKA SOBOTA

Health promotion strategy for tackling health inequalities in Pomurje, Slovenia

Tatjana Krajnc-Nikolić

Branislava Belović

Institute of public health Murska Sobota

Pomurje and Slovenia – some facts

- Pomurje one of least developed regions in Slovenia,
- Some socio-economic and health indicators worse than average:

GDP per capita is 60% of Slovenian average

Highest unemployment rate (16% vs. 8%)

Mortality rate high

Some lifestyle indicators worse than average

But,

Inhabitants are above average friendly, hospitably and tolerant

Institute of public health Murska Sobota

- Recognized differences in health and socio-economic indicators and growing health inequalities in region
- Identified main health problems and vulnerable groups
- Start to develop and implement culturally appropriate health promotion programs since 2001. (e.g. Pilot of “Let’s live healthily”)
- Works on capacity building of public health professionals

Health promotion strategy and action plan for tackling health inequalities in Pomurje region

- Result of bilateral project between Flemish and Slovenian government
- Project partners: VIG(Flemish institute for health promotion) and Institute of public health Murska Sobota supported by Ministry of health of Slovenia
- Bottom-up approach
- “living” document- objectives are implemented

Health promotion strategy and action plan for tackling health inequalities in Pomurje region

- Main goal: to improve health by reducing health inequalities by means of health promotion
- Strategic objectives have been implemented
- Document acknowledged by DG SANCO

www.ec.europa.eu/health/ph_determinants/socio_economics/keydo

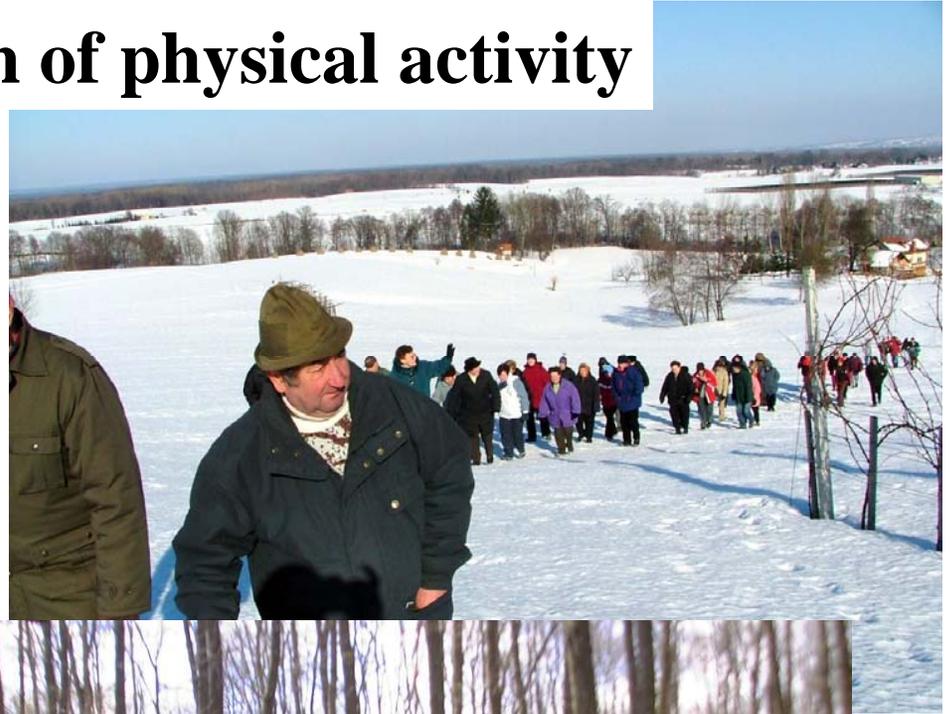
Objective:
Reducing interregional health inequalities by improving lifestyle
Program “LET’S LIVE HEALTHILY”

- Health promotion in local rural community
- Innovative approach: local coordinators, winter time, all structures of local community involved, inter-active workshops
- Curriculum for each program year

“LET’S LIVE HEALTHILY”

- Target group : adult rural inhabitants
- Beneficiaries : family members, general population
- Promotion of healthy nutrition and physical activity; early detection of risk-factors for major killer diseases...
- 8th season; now in 50 local communities simultaneously
- Workshops, fitness tests, walking tours, interactive workshops in healthy cooking, media activities...

Promotion of physical activity



Promotion of healthy nutrition and risk factor control



Results

- Improved lifestyle in participants
- Network of local coordinators for other projects and activities
- Network of partners from various institutions and organizations
- Integration of healthy lifestyle topics in the most of community activities

Objective: reducing health inequalities targeting vulnerable groups

- Development and implementation of culturally appropriate programs for Roma community
- Programs for children, elderly people, Hungarian minority

Conclusions

- 7 years of intensive health promotion work
- Multidisciplinary and multi-sectoral approach



Changes in health indicators on population level

Multidisciplinary team of experts

Network of partners

Broad acceptance by population

**Narrowing the health inequalities gap
– health promotion reached those most
in need**



Thanks for attention

zzv-ms.si