



Slovenian Presidency of the EU 2008

Investment in Health and Development in Pomurje

Programme “MURA”

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Programme coordinator

Cross - Sectoral Policies in the field of Nutrition and Physical Activity
Radenci, 10 and 11 March 2008



Pomurje in the year 2000

- **Social & Economic standard**

- Highest unemployment 17%
- GDP 70% of Slovene avg.
- Restructuring of industry and agriculture

- **Environment**

- Burden of agriculture
- Nature 2000 protection areas

- **Health**

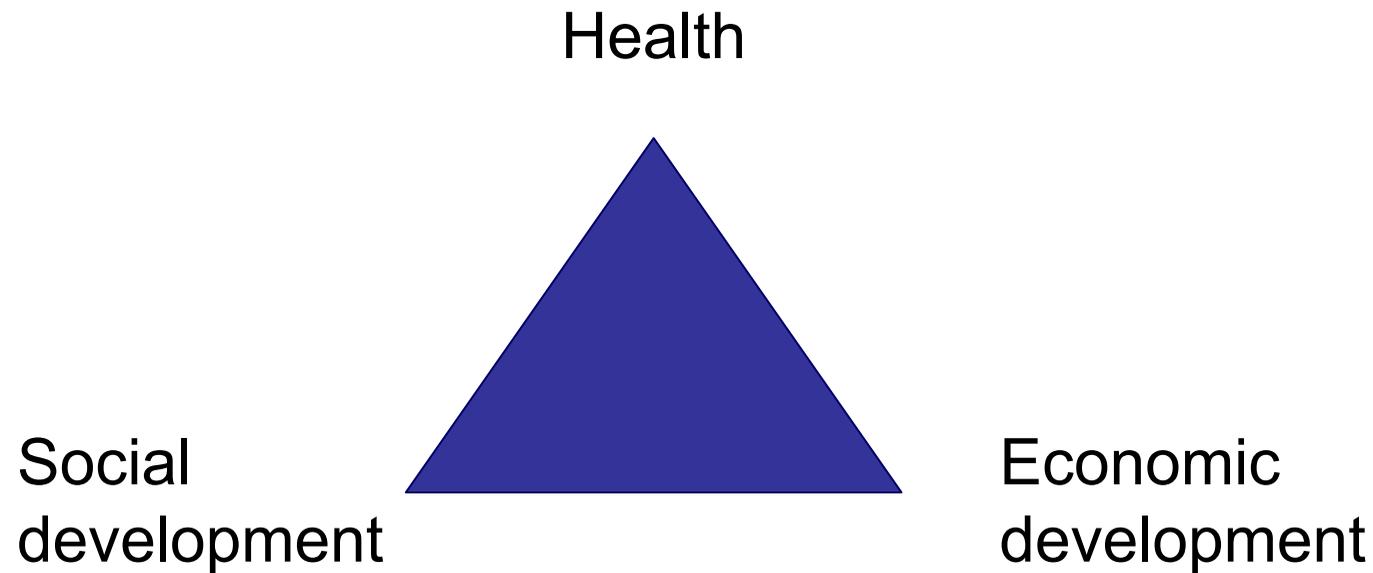
- Lowest life expectancy
- Highest mortality





Slovenia in the year 2000

- **Balanced regional development**
- **EU Accession**



Source: WHO/ Europe

Development policies, programs and projects related to
social and economic determinants of health



The main goal of the program MURA

to identify, develop, implement, and strengthen best practices in the field of social-economic and environmental development for achieving better health and quality of life for the people in the Pomurje region

to achieve the **understanding of health as a development potential** of the region and vice-versa: development as the basis for better health



HEALTH

HEALTHY COMMUNITY

HEALTH PROMOTION IN :

- local community
- marginal groups
- Schools and kindergartens
- workplace

HEALTHY FOOD

AGRICULTURE FOOD INDUSTRY

- more fruit & vegetables
- ecological farming
- local supply chain
- safe & healthy food

HEALTHY TOURIST OFFER

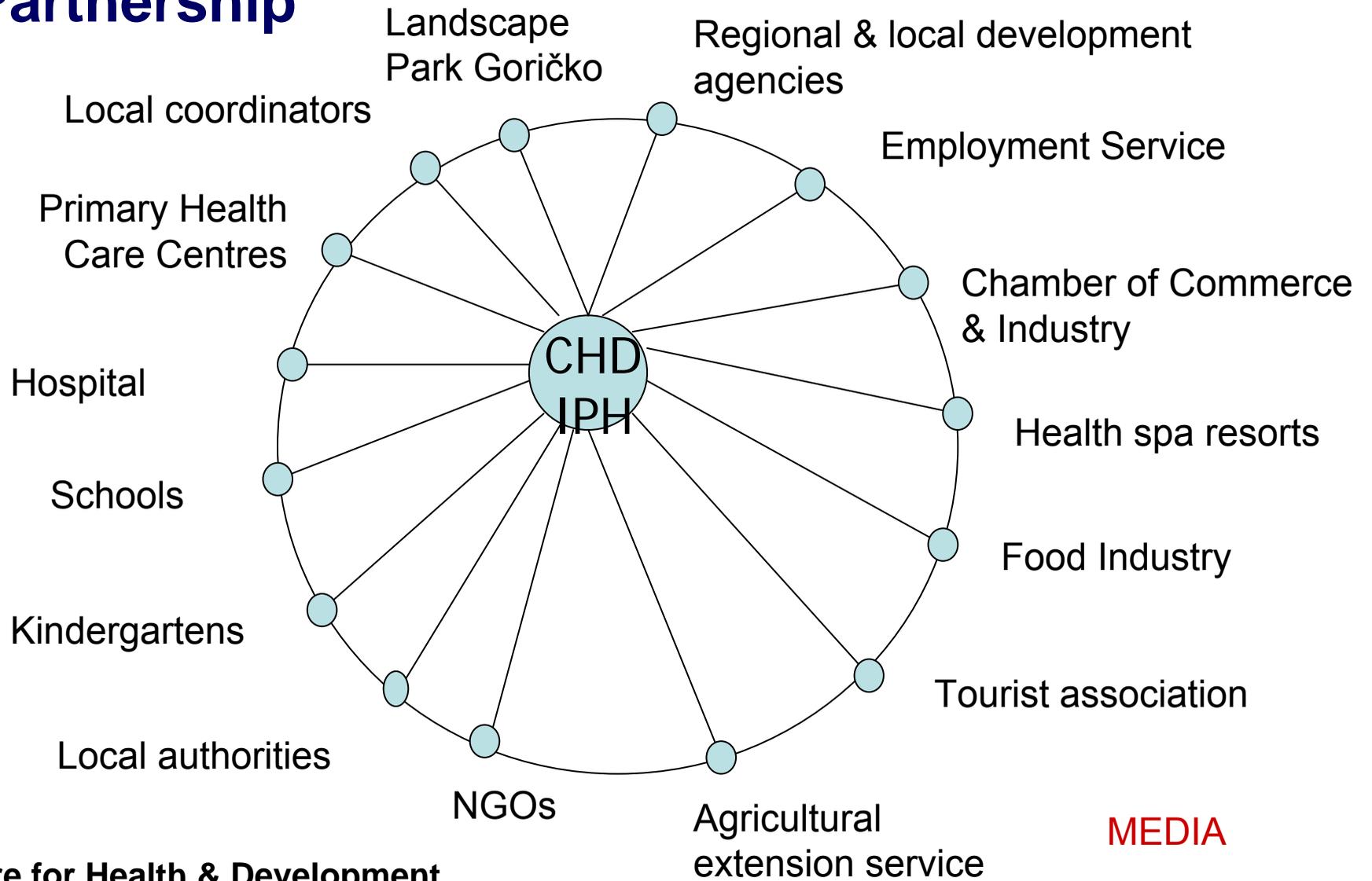
- healthy & traditional offer in gastronomy
- recreation programs
- prevention programs in health spas
- ecotourism

HEALTHY ENVIRONMENT

Natural, living, socio- economic



Regional Partnership



CHD- Centre for Health & Development

IPH- Institute of Public Health Murska Sobota



RESULTS

HEALTHY COMMUNITY

- "Let's Live Healthy" in 50 communities
- Strategy to tackle health inequalities
- Programs for high risk groups

HEALTHY FOOD

- Local supply chains
- Ecological center Svit
- Healthy food standard
- New products

HEALTHY TOURIST OFFER

- Center for Nordic Walking
- Health & Nature
- Healthy nutrition programs
 - spas
 - restaurants

Strong partnership network

Health common interest



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Healthy Food

Tradition & Culture

Networking



Organic Farming & Nature

Healthy Lifestyle & Wellbeing



Developing healthy products

Active Free Time

Culture Nature & Landscape





Challenges

- Sustaining the commitment
- Improving the community capacity
 - Human resource training
 - Partnership
- Integrating good practices into the system



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Regional Programme Council



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Thank you