

# “Diet, Physical Activity and Cardiovascular Disease Prevention in Europe”

Monday June 25th, 2012  
Palazzo Regione Lombardia  
Milan



**Bruna Baggio**



To educate means **promoting changes**

- ✓ Knowledge
- ✓ Behaviours
- ✓ Attitudes
- ✓ Beliefs
- ✓ Values
- ✓ Skills
- ✓ Competences

IT HAS BEEN SHOWN THAT

education and information on “health”

✓ based on the transmission of knowledge,  
rules and prescriptions... imposed from the  
top... from the outside

✓ far away from the experience of people and  
communities

✓ not included into the curriculum

ARE INEFFECTIVE



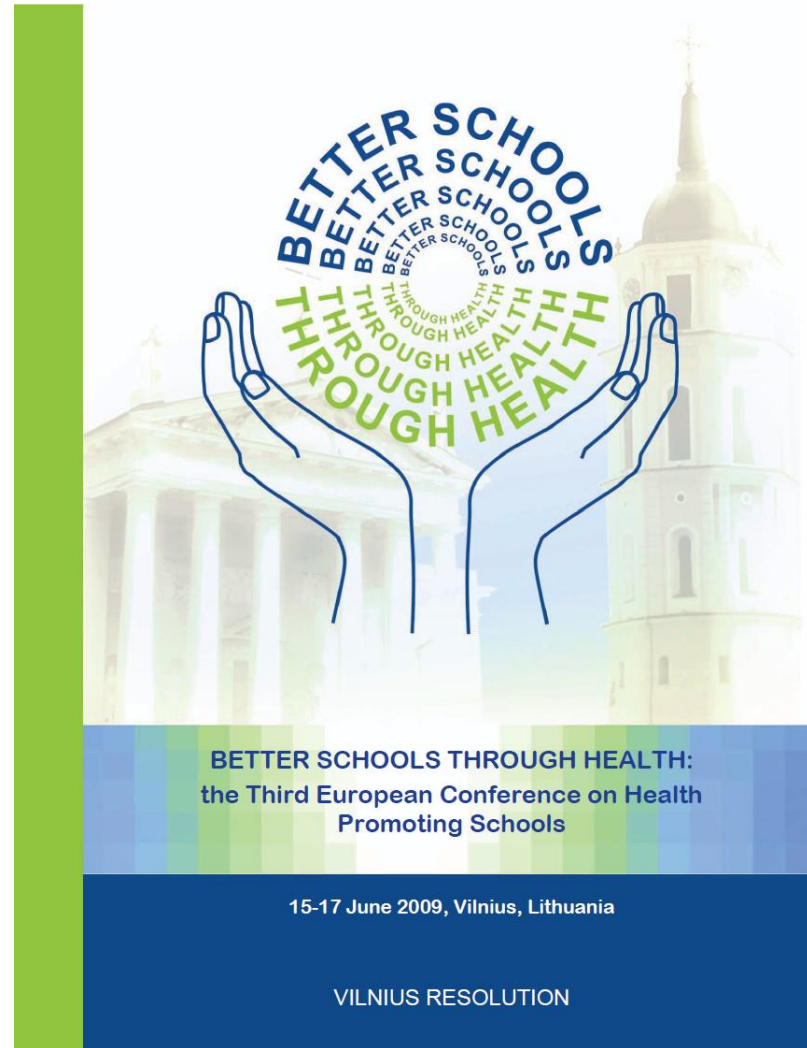
# Health promotion in the school

Health promotion in the school (HPS) could be defined as **any activity** undertaken to **improve and/or protect the health of all school users**

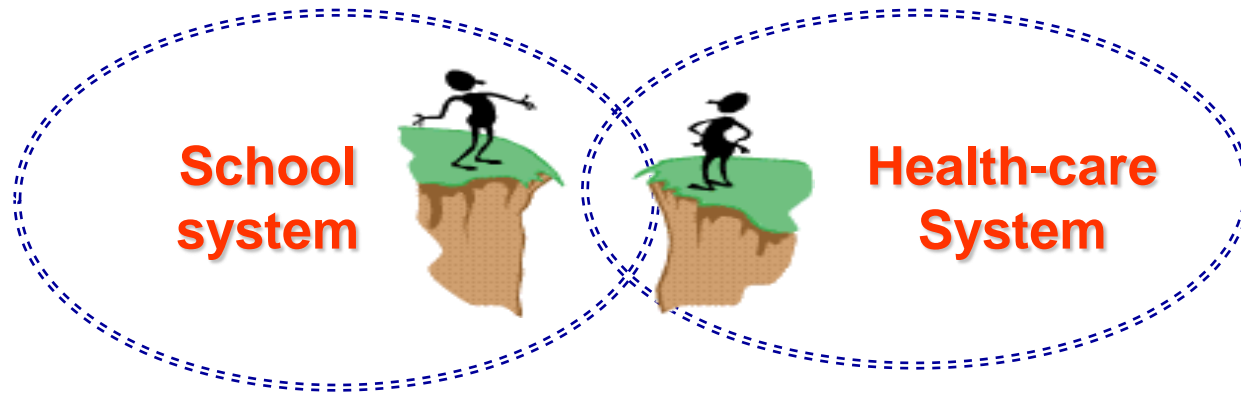
It is a broader concept than health education and it includes provision and activities relating to: **healthy school policies, the school's physical and social environment, the curriculum, community links and health services.**

# Health promotion in the school

- ✓ **Health Promoting School (HPS)** is based on the World Health Organization's Ottawa Charter for Health Promotion
- ✓ The **European network SHE** has developed the **Vilnius Resolution**



# In Lombardy: an alliance between systems



... a dialogue aimed at sustaining the development of **effective interventions**, in view of an **alliance for health**



Regione Lombardia



|  
**INTESA tra**

**REGIONE LOMBARDIA**

**e**

**UFFICIO SCOLASTICO REGIONALE PER LA LOMBARDIA**

**La “Scuola lombarda che promuove salute”**

**14 luglio 2011**

# The Lombard model: fields of intervention

A school promoting health analyses its health profile, approaches a **strategical plan** and implements **school initiatives** in four fields:

- Development of **individual skills**
- Qualification of the **social context**
- Improvement of the **structural and organizational environment**
- Strengthening of **partnerships**



# The Lombard model: the role of the system



- Sharing of **health vision**
- Coordination of **resources**
- Support to **development, improvement and evaluation**
- Promotion of **activities based on the evidence of effectiveness**
- Development of **Lombard school network**
- Diffusion of **“best practices”**

Girls and boys who are in good health  
and have good time at school  
**learn better**

Girls and boys who attend school  
and are part of a process of positive learning  
have a **better chance of good health**

