Critical issues and barriers in developing and realizing projects on cardiovascular diseases prevention in the community.

Dr Roberto Moretti

Health Promotion Service

ASL Bergamo

Main project realized in terms of Public Health Coverage

1. <u>P(i)edibus</u> :
   Walk to school (more than 150 "lines" daily in our Province)

2. <u>Gruppi di cammino</u>:
   Walking Groups (more than 100 in the province with almost 3000 walkers)

3. <u>Workplace Health Promotion</u>
   Involving 44 companies –more than 10.000 workers-

4. <u>Reduction of salt</u> quantity in the bread (40% of our bakers involved)

Piedibus (walk to school) >150

PICCOLI PASSI DI SALUTE

Giuliana Rocca
ASL Bergamo
Servizio Medicina Preventiva di Comunità

Regione Lombardia
ASL Bergamo

DAILY WALK TO SCHOOL: 15-20 minutes

Walking Groups

- \> 100

\> 3000 Regular walkers

2-3 times a week
1 hour walk

The Bergamo Network of Health Promoting Companies

Workplace Health Promotion
Health Area

- **Tobacco**

- **Diet**

- **Physical Activity**

- Road Injuries prevention

- **Alcohol**

- **Social and personal Wellbeing**

Regione Lombardia

ASL Bergamo

Every company will perform in the next three years 3 good practices:

- **In al least 2 areas the first year**

- **In 4 areas the second year**

- **In all 6 areas within the end of the third year**

Diet

- Routine health education in schools
- The control of menu in the community nutrition services

- Reduction of salt in the bread >40% of our bread in the province is now with reduced salt.

Critical issues and barriers

- FALSE BARRIERS

  – Mental barriers in Health Operators
    - need of best conditions to set up project:
      – Protected pathways for walking
      – Company with a space for phisical activity before starting a project
      – Complete agrement of all stakeholders before the beginning
      – Fear of "lack of insurance" and of life risks…legal fear
      – Any obstacol is seen as a need to stop the project…
        » YES….BUT IF SUPERMARKETS ARE NOT INVOLVED..THE PROJECT IS UNSUSEFULL
        » THE SCHOOL IS TO NEAR TO PRODUCE AN EFFECTIVE WALK FOR HEALTH
        » THE FACTORY PRODUCES BIER SO WHY DO A WHP PROJECT?

  – The "perfect" is the enemy of the "good" !!!

True barriers

- Lack of personnel training and motivation
- Lack of flexibility (time) when working with the community
- Keeping a high motivation level for the project/program
- Lack of Capacity to involve and produce participation
- A managment able to give value to other institutions / associations