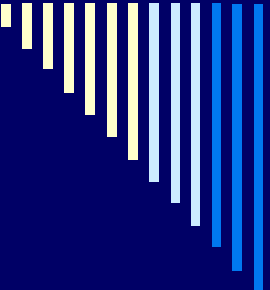


# Basque country initiative

## Regional initiatives





## Basque Country initiative: The strategy of healthy life (Estrategia de vida saludable - EVS)



The strategy of healthy life is an initiative of health promotion driven by the Department of Health with the objective to give coordinated answers to the different health problems that have a great social impact in the Basque country.

## Basic premises

The basic premises of the initiative are the consideration of the social decisive factors of health, creation of favourable environments and the empowerment of inter-sectional and inter-institutional cooperation



## Objectives of EVS



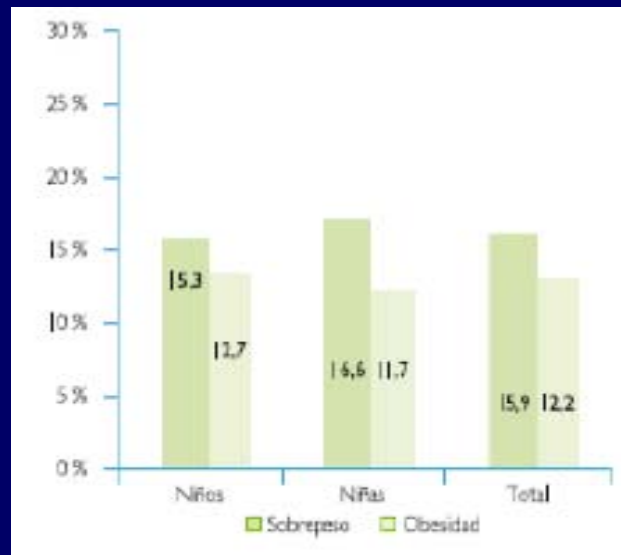
- The fundamental objective of the strategy is to promote and facilitate the adoption of healthy habits between the Basque country inhabitants



## Objectives of EVS

- Strategic objectives:
- 1. To achieve the maximum homogeneity and coherence in the interventions, programs, campaigns and in the principles, contents and messages developed by CAPV institutions
- 2. To boost the necessary strategies that the involved institutions would make the EVS as a priority
- 3. Facilitate and promote collaboration and coordination between the participating institutions and thus to maximize the potential and impact of the interventions of health promotion

## Encouraged by the social reality



- Obesity of the children:
- 12.7 % of the girls
- 11.7 % of the boys
  
- Encuesta de Nutrición 2005 (CAPV)
  
- Little time dedicated to physical activity practise outside the school curriculum

## Why EVS?

Primary target group:

The primary intervention within the scope of the strategy is the promotion of physical activity and healthy habits for the children and youth.





## Coordination

- Departamento de Sanidad
- Osakidetza
- Instituto o+berri
- Departamento de Educación
- Departamento de Vivienda y Asuntos sociales
- Dirección de Consumo
- Diputaciones Forales, área de Deporte Escolar
- Ayuntamientos
- Organizaciones ciudadanas y asociaciones de consumidores
- Sociedades científicas

# Institutional Initiatives





## Strategic lines

1. Legislative strategies,
2. Strategies for the improvement of the accessibility and participation in physical activity practise
3. Strategies for improving accessibility of healthy diet
4. Strategies for improving social aspects of the community
5. Communication strategies
6. Educational strategies in school environment, family and community
7. Transversal strategies



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## Compromises and actions

- Economic support to the innovation and investigation projects promoting health
- Support of projects of educational innovation in health promotion
- Support of NGO´s in developing programs of education and health promotion



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## Compromises and actions

- To strengthen the image of the Health Department in its involvement and position in physical activity promotion
- Symbolic element;
- Website
- Media campaigns
- Call for the best initiative in the health promotion



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## References:

- [http://www.osanet.euskadi.net/r85-evs/es/contenidos/informacion/estrategia\\_vida\\_saludable/es\\_evs/estrategia\\_vida\\_saludable.html](http://www.osanet.euskadi.net/r85-evs/es/contenidos/informacion/estrategia_vida_saludable/es_evs/estrategia_vida_saludable.html) (OSANET: the website of the Basque Health)
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