

# Catalonia initiative: Plan Integral de la Salud mediante la Actividad Física y la Alimentación Saludable (PAAS)

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# Initiative

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- Elaborated and launched in 2006 by Catalonian government, the Department of Health (Generalitat de Catalunya, Departament de Salut) as a solution/response to the tendency to obesity in accordance with worldwide strategy of WHO and the strategy of NAOS.
- Suggests the promotion of health by means of physical activity and healthy diet.



# The scope of action:

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Four areas.

1. Educational
2. Health
3. Community
4. Work

From:

City councils, health or educational institutions, trades, foundations or private companies etc.

# Objectives:

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- Raise awareness about health promotion options
- Develop informative and educational actions,
- To promote the agreements in different areas in order to foster the strategies of cooperation with the objective to be more efficient in using the resources

# Proposals

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- 1. Prevention strategies about the diverse factors of life style which acts in synergetic and coincident way
- 2. Creation of favourable environments within the local action programs which facilitates the progressive adoption and healthy life style practise
- 3. Cooperation of multiple sectors. The implementation of all the interventions is complex and therefore requires the implementation by the Administration, as well as civil society, private sector and mass media.

# PAAS program

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- Community (workshops for children and elders)
- City councils (Access to the sports installations, programs to the underprivileged)
- Companies (Healthy menus, promotion of physical activity)
- School/college (the guide of healthy diet, school menus, promotion of physical activity)
- Mass Media
- Commerce and catering
- Food industry (the code of good practises)

# More than 50 activities, like:

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- ❑ Revisions of school menus
- ❑ Workshops of healthy diet
- ❑ The guide of pedagogical and physical activity resources
- ❑ Support of applied investigation
- ❑ Elaboration of healthy recommendations for the specific groups: pupils and elders
- ❑ Activities promoting healthy habits in work: the promotion of using the stairs
- ❑ Training of health professionals: specific courses and workshops
- ❑ AMED project of the promotion of Mediterranean diet
- ❑ Recommendations regarding food and drink vending machines in schools, work or sport environments.



## References:

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- <http://www.gencat.cat/salut/depsalut/>  
(Department of Health)