



## **REGIONAL GUIDELINES FOR EDUCATION AND HEALTH PROMOTION ACTIVITIES IN THE LOCAL HEALTH AGENCIES OF THE CAMPANIA REGION**

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### **Abstract**

The Regional Prevention Plan (PRP) for the years 2014-2018 implements the principles and guidelines of the 2014-18 National Prevention Plan, born of the Agreement of November 13, 2014 between the State, Regions and Autonomous Provinces at the regional level. The Plan places populations and individuals at the center of the actions and proposes interventions that accompany the citizen in all stages of life, in places of life and work with the aim to reach the highest level of health achievable through a system of actions of health promotion and prevention.

The purpose of this document is to define unambiguous methods for managing and implementing health promotion interventions in the region to improve the level of "system empowerment", that is the ability of the health system to develop its skills in a structured manner, in a holistic view of the person along the bio-psycho-social dimensions.

The document contains indications on the implementation of important system actions at regional and company level, which can give the sense of its consolidation over time, with the main purpose of:

- affirming the crucial role of health promotion and prevention as factors of social development and welfare sustainability;
- base health promotion and prevention interventions on the best evidence of effectiveness;
- guarantee a Capacity Building process, both in terms of building the operators' skills and adapting organizational skills (accountability of the organization);
- adopt a public health approach that guarantees equity and combating inequalities.

The need to respond to the health needs of Campania's citizens in an effective and sustainable manner requires the networking of actors who contribute directly or indirectly to improving the health status of the population (Health Services, School, Non-profit Organizations, Ecclesial Bodies, Local Authorities, Universities and Research Institutions, Companies).

The purpose of the network is the systematic involvement of the various stakeholders that influence the health status of the population, to contribute, each for its own area of competence, to preserving and improving health.

In particular, network actors will carry out activities of:

Empowerment: health promotion aimed at increasing citizens' awareness of the active role that each must play in the adoption of healthy lifestyles;

Health literacy: promoting awareness of the importance of adhering to preventive measures such as screening, vaccinations, etc .;

Health in all policies: change of life contexts to affect different health determinants and make healthy choices easy.

The approach to health promotion is that of network collaboration. The Campania health network is designed as an inclusive and open ecosystem, in which each actor is inserted to the extent that it actively contributes to the different specific activities that characterize the network.



All the different sections of the RHS contribute to the pursuit of the health objectives provided by national and regional regulations, through the provision of quality institutional activities, appropriate and within the limits imposed by the efficient use of the assigned resources.

### ***The living labs***

Health is a fundamental part of the Lisbon strategy for growth, competitiveness and sustainable development in the European Union, and is influenced by a wide range of strategies that cross its various dimensions.

Hence the emphasis on innovative approaches to prevention and health promotion, early diagnosis and health-friendly services to be used inside and outside social and health systems, aimed at creating a local ecosystem to improve health outcomes and quality of life, at the same time stimulating opportunities for participation and local growth. Fundamental elements of this ecosystem are multidisciplinary and multi-actor collaborations, through active laboratories that are designed to adapt to the local socio-cultural context. These living labs experiment "creative" ways to improve health and well-being in the local context, while facilitating the use of good practices and experiences gained at the local-regional, national and international level.

The living labs are design and planning groups aimed at creating products / services useful for improving the health of the population. These work groups are made up of professional designers and the citizens themselves, future users of the living lab products / services. Groups of citizens (associations, etc.) involved in the process of conception and planning, after having participated in the ideational and service planning phase, are also involved in their implementation in real life situations and in their evaluation, according to the "User-centered Design" paradigm. The living labs can contribute to this design mode also through the development and testing of prototypes through pilot activities and / or focus groups on specific issues.

The European and national experiences of the living labs are particularly promising: they have shown that, in compliance with the cardinal principles of health promotion, the active participation of citizens-beneficiaries in activities is one of the preferential ways to develop people's empowerment and of the Communities.

Even in Campania there are living lab experiences (some of which are developed in international contexts, for example, see: [www.lacompagniaistanbile.info](http://www.lacompagniaistanbile.info) (the experience of Benevento Local Health Agency), <http://www.policlinico.unina.it/siti/eip-aha/progetti/Perssilaa/Perssilaa.html>), models to be implemented on a large scale.