Health promotion and prevention of risk – actions for seniors - **Pro-health 65+**

**Work package 6**

Providers of health promotion targeted at the elderly in subsequent life stages within European countries

Italian Coordination: **Walter Ricciardi, Nicola Magnavita**
Polish Team: **Anna Mokrzycka, Iwona Kowalska**

Kick-off meeting
Consumers Health And Food Executive Agency (CHAFEA)
Luxembourg 3-4.11.2014
Presentation Plan

1. WP 6 main and specific goals
2. Assumptions
3. Method of conducted research
4. Tasks and responsibilities
5. Italian and Polish team members presentation
6. Description of the consecutive project tasks
7. Outcomes/deliverables
8. WP 6 Milestone
9. Work Plan
10. Publications of results
Main goals of WP 6

To accumulate knowledge on institutional arrangements in protecting health and health promotion activities targeted at the elderly in sequenced life stages in European Countries through:

• Identifying, analysing and describing institutional providers of the health promotion actions addressed to older population groups

• Collecting good institutional practices on health promotion actions in order to indicate its in health policy strategies
Specific objectives of WP 6

• Review and analysis of **occupational health promotion programmes for the active elderly** in different groups of European countries
• Overview and analysis of collected information - **regulation and practices** - on the health promotion programmes and intervention provided by the **health care institutions** within health sector.
• Cross- country overview and analysis of collected information (regulation and practices) on **health promotion activities provided by regional and local authorities** – street level bureaucracy.
• Overview and analysis of collected information on **health promotion activities provided by different kinds of NGOs and social networking** of the elderly in European countries.
• Review of European country experience about the **use of media and Internet in health promotion** for elderly.
Assumptions

• Institutional environment it is the crucial component of implementation of any policy

• Embracement of legal dimension of health promotion providers constitutes a basis for actual distribution of responsibilities, flow of resources and for values realization

• Past research experiences, providing systematic review and integration of existing databases on health promotions programmes serve accumulation of knowledge in the project area
Methods of conducted research in the WP 6

- Systematic literature overview
- Comparative institutional analysis
# Tasks and responsibilities

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Italian team</th>
<th>Polish team</th>
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</thead>
<tbody>
<tr>
<td>Start of the project; preparing materials for kick-off meeting and tasks division</td>
<td>Walter Ricciardi, Nicola Magnavita, Andrea Poscia</td>
<td>Anna Mokrzycka, Iwona Kowalska</td>
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<tr>
<td>Literature review</td>
<td>Walter Ricciardi, Nicola Magnavita, Andrea Poscia, Umberto Moscato</td>
<td>Michał Zabdyr-Jamroz</td>
</tr>
<tr>
<td>Tamplate (questionaire) preparing</td>
<td>Walter Ricciardi, Nicola Magnavita, Andrea Poscia, Umberto Moscato</td>
<td>Jacek Sitko, Anna Mokrzycka</td>
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<tr>
<td>Tasks</td>
<td>Italian team</td>
<td>Polish team</td>
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<tr>
<td>Collecting data from questionnaire about providers of health promotion programmes focus on the elderly</td>
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<tr>
<td>• Occupational medicine providers</td>
<td>Nicola Magnavita</td>
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</table>
| • Health care institutions within health sector. | | Anna Mokrzycka  
Anna Szetela |
| • Regional and local authorities – street level bureaucracy. | | Iwona Kowalska |
| • NGOs and social networking | | Michał Zabdyr Jamroś |
| • Media & Internet | | Katarzyna Badora – Musiał & Marcin Rogala |
### Analysis of providers of health promotion programmes focus on the elderly

<table>
<thead>
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<td>Nicola Magnavita</td>
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<td>Iwona Kowalska</td>
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<td>Michał Zabdyr Jamrozd</td>
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<tr>
<td>• Media &amp; Internet</td>
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<td>Katarzyna Badora – Musiał &amp; Marcin Rogala</td>
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## Tasks and responsibilities

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<tr>
<th>Tasks</th>
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<tbody>
<tr>
<td>Reporting of results from analysis</td>
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<tr>
<td>Occupational medicine</td>
<td>Nicola Magnavita</td>
<td>Iwona Kowalska &amp; Anna Mokrzycka</td>
</tr>
<tr>
<td>Health care institutions within health sector; Regional and local authorities – street level bureaucracy; NGOs and social networking; Media &amp; Internet</td>
<td>Andrea Poscia</td>
<td></td>
</tr>
<tr>
<td>Project reports (Factsheets, Country reports/ policy and research papers) – Deliverables Month 18</td>
<td>Walter Ricciardi</td>
<td>Iwona Kowalska</td>
</tr>
<tr>
<td>Final Report (milestone - Month 24)</td>
<td>Nicola Magnavita</td>
<td>Anna Mokrzycka</td>
</tr>
<tr>
<td>Consulting the report with external expert (advisory board)</td>
<td>Walter Ricciardi</td>
<td>Iwona Kowalska</td>
</tr>
<tr>
<td>Dissemination of the report within Health Promoters Board</td>
<td>Nicola Magnavita</td>
<td>Anna Mokrzycka</td>
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<tr>
<td>Publication of the report and selected research papers</td>
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<td>Entire WP 6 team</td>
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Italian WP 6 team

Walter Ricciardi,
Nicola Magnavita,
Andrea Poscia,
Umberto Moscato
With: 1 young researcher
Polish WP 6 team

Iwona Kowalska,
Anna Mokrzycka,
Jacek Sitko,
Katarzyna Badora,
Michał Zabdyr Jamróz,
Anna Szetela
Marcin Rogala
Description of the consecutive tasks - template

Elaborating template for country experts – this part is realised with a close cooperation between Italian and Polish partner and following the project leader instructions with the focus on the common template elaboration
Data collection based on the template

To collect information a template will be prepared enabling

- description of functioning, procedures, resources, activities and results obtained by health promoters in the European Countries involved. To ensure that the template of the WP6 will be the most comprehensive possible, a systematic literature review (including grey literature) will be performed to:

- define the best practice (i.e. risk factors, disease prevention) to be addressed to support and stimulate healthy and active ageing (This activity will be in close collaboration with the WP 5)

Specific attention should be paid to the differences within each country between:

- areas of greater or lesser economic development
- rural and urban areas
- policies for cultural minorities and vulnerable groups.
Template - Key points

• Legal arrangement of provider
• Location and territorial scope of activities
• Kinds of programmes and actions
• Funding and budget size
• Sources and information for of health promotion programmes and action used
• Kinds of qualification of health promoters labour force
• Target groups: elderly, working people
• Integration with other public health programmes
Occupational health promotion programs for the active elderly

1) Search for Companies dealing with the issue, indication of main companies concerned

2) Search for general legislation with regard to occupational health promotion target to elderly/pre-retirement age;

3) Search and analysis of occupational policy or program oriented on pre-retirement age (60-67 yrs)

4) Conclusions elaboration focused on a cross-country overview and analysis of collected information (regulation and practices) on health promotion activities provided in the workplace)
Health promotion activities provided within health sector

1) Searching for the legal and political documents establishing programs and interventions identification with the focus on the task issues;
2) Analysis of the programs and intervention introduced by the indicated and selected sources;
3) Preparation of a programs/interventions list with a commentary
4) Final analysis of all collected sources and information
5) Preparation of conclusions focus on the legal abandonments and fields requiring regulations, implementation barriers, perspectives and obstacles, systemic approach and other important issues - a cross-country overview and analysis of collected information (regulation and practices) on health promotion activities provided in the health care sector
Health promotion activities provided by regional and local self-governments

1) Searching for general legislation with regard to decentralisation process regarding the project issues;
2) Searching for regional and local authorities regulations/documents and actions with the issue, indication of main institutions concerned;
3) Analysis of the sources collected (analysis of legal and political grounds);
4) Conclusions elaboration (concerning health promotion activities provided by regional and local authorities – street level bureaucracy) focused on a cross-country overview and analysis of collected information (regulation and practices) on health promotion activities provided by local authorities (self governments)
Role of NGOs in health promotion targeting older people

1) Search for NGO’s dealing with the issue, indication of main institutions concerned;
2) Analysis of the NGO position (analysis of legal and political grounds);
3) Collecting the data concerning NGO’s activities in the area;
4) Final analysis;
5) Conclusions elaboration focused on a cross-country overview and analysis of collected information (regulation and practices) on health promotion activities provided by MGO’s.
Role of media and Internet in health promotion targeting older people

1. Search for media and internet sources oriented on the project issues (selection of TV, press and internet sources specifically focused on the problem)

2. Analysis of the current state (frequency of actions, prevailing types of media – leading role, problems mainly commented, main issues of media interest, social reception of media actions);

3. Conclusions elaboration focused on a cross-country overview and analysis of collected information (regulation and practices) on health promotion activities provided by media and Internet
Objectives, deliverables & milestones

• Specific objectives of this work package
  – Institutional analysis.

• Deliverable linked to this work package
  – Country profiles and state of the art report (18 months).
    • Deadline: 2016, May.

  – Milestone: Multi-institutional health promotion activities for the elderly. Overview - policy report. (24 months)
    • Deadline: 2016, November
WP 6 Milestone

Comparative Europa-wide report on health promotion providers targeting older people – Final publications

24th month of the project

Institutions review – main issues:
1) Competencies/responsibilities
2) Instruments/ resources/benefits
3) Resources
4) Programs, activities, initiatives, actions
5) Barriers, obstacles
6) Supporting/cooperating bodies/ administrative organs
7) Specific target groups
8) Scope/ extent of activity
9) Perspectives/ development

evidence based guidelines
Timetable

### Pro-health 65+

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<th>WP 6 - Health status and life-style of the elderly</th>
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<td>Deliverable 3 (research template)</td>
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<td>Deliverable 5 (Country Profiles)</td>
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<td>Milestone 1 (policy report)</td>
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<th>WP6</th>
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Critical point in WP6

• A critical point in WP6, and consequently the whole project, is the collection of data from institutional groups mentioned above.
• It is expected that in each of the seven countries that cooperate in search (Poland, Italy, Germany, Netherlands, Portugal, Hungary, Bulgaria, Czech Republic, Greece) the name of a researcher who is committed personally to request the sending of data from the institutions of his country is identified, and that the researchers agree that the work will be conducted in the best manner and on schedule.
• During the kickoff meeting, the research group will decide whether to enter other European countries in the list of those to be investigated. In this case it is necessary to identify the person or persons that will be personally responsible for the data collection.
• Otherwise, the information should be collected through systematic literature review (including grey literature)
Validation

• Research within WP 6 will be evaluated and validated by the newly established **Advisory Board** with representative of known independent scientists and experts.

• At the same time, the **Board of Health Promoters** will support the dissemination and implementation process of the project results.
### Work Package 6: Providers of health promotion targeted at the elderly in subsequent life stages

#### Specific objective 3: Institutional analysis

Many institutions are involved in health promotion (i.e. workplace, GPs, local governments, NGOs, media) so we will indicate forms, legal basis and quality of actions. Thus it will be possible to evaluate and indicate best, innovative practice.

<table>
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<tr>
<th>Baseline data</th>
<th>Process Indicators</th>
<th>Output Indicators</th>
<th>Outcome Indicators</th>
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<tbody>
<tr>
<td>A full review of exiting information on effective intervention and providers of health promotion targeted at the elderly.</td>
<td>Developing <strong>a template for collecting information</strong> and inviting institutions in chosen European countries, with the involvement of experts and according to the project plan, period: <strong>project months: 1-6</strong></td>
<td>1 set of filled-in templates containing information on the institutions in chosen European countries related to health promotion and targeting chronic diseases among elderly, latest in project month 18</td>
<td>70% of the stakeholders approached confirm that the filled-in templates contain valuable information for benchmarking their country institutions related to health, aging and chronic diseases, project month 19.</td>
</tr>
<tr>
<td><strong>Analyzing data</strong> obtained from the participating institutions within the framework of institutional analysis, with the involvement of experts and according to the project plan, period: <strong>project months:</strong></td>
<td>1 project report containing the results of the institutional analysis based on the data obtained from the participating institutions, ready for dissemination, latest in project month 18.</td>
<td></td>
<td>70% of the external experts who evaluate the report on the institutional analysis, give a positive feedback on the report and the policy recommendations defined in the report, project month 19.</td>
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## Monitoring and evaluation

<table>
<thead>
<tr>
<th>1-18.</th>
<th>1 set of policy and research papers related to institutional analysis, ready for dissemination, latest in the project month 18.</th>
<th>70% of the stakeholders approached, give a positive feedback on the policy and research papers related to institutional analysis, project month 19.</th>
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<tbody>
<tr>
<td>Elaborating 1 set of policy and research papers related to institutional analysis, with the involvement of experts and according to the project plan, <strong>project months: 1-18.</strong></td>
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<tr>
<td>Developing 1 set of factsheets, cases and briefs related to institutional analysis, with the involvement of experts and according to the project plan, <strong>period: project months: 1-18.</strong></td>
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<td>70% of the organizations approached consider further discussion and implementation of the policy recommendations defined in the briefs, <strong>project month 20.</strong></td>
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<tr>
<td>Drafting 1 set of factsheets, cases and briefs related to institutional analysis, ready for dissemination, <strong>latest in project month 18.</strong></td>
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Other tasks

The results of this review will be exchanged with other research groups and will be the subject of specific recommendations for health promoters.

In addition to this, the following internal tasks will be also performed under this package:

• Evaluation of the WP activities to provide a base for the **self-evaluation** report for WP3.
• Preparation of dissemination materials for WP2 (**dissemination**) in accordance with the project plan (**WP1, coordination**).
Publication of findings

• The research results will be published in a special issue of The Scientific World Journal, a peer-reviewed, open access journal covering a wide range of subjects in science, technology, and medicine.
<table>
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<tr>
<th><strong>Stakeholder analysis/dissemination strategy/ target groups</strong></th>
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<tr>
<td><strong>WP 6</strong></td>
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<tr>
<td><strong>Content</strong></td>
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<tr>
<td><strong>Primary stake-holders</strong></td>
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<tr>
<td><strong>Secondary stake-holders</strong></td>
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<tr>
<td><strong>Key messages</strong></td>
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<tr>
<td><strong>Goals</strong></td>
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Synergies between WP6 and the other WPs in Pro-Health 65

WP5 is focused on accumulation and assessment of available evidence related to health promotion interventions targeting the elderly. Research papers, reports from pilot projects and social campaigns will be analyzed to assess their impact on the health status of the aging population.

- Results from WP5 is essential to develop a comprehensive template to ensure a systematic analysis of policies, programs and projects in the involved countries.

WP4 is focused on the complexity of health status of older cohorts, characterized by chronic diseases and multi-morbidity. Comprehensive health status analysis will take into account objective and subjective groups of indicators (life expectancy, causes of mortality and morbidity, multi-morbidity, functional limitations and degree of disability; health self-assessment, quality of life and general well-being) as well as health related life style of the elderly in the involved country

- Results from WP5 is essential to develop the background of the Country profiles and state of the art report (Deliverable #5 of the W6).

The participation of UCSC team (WP6 leader) in both WP4 and WP5 will ensure cooperation and integration among the three WP. Results of WP4-6 will be used in a WP7 report describing good practices in the area of implementation of the cost-effective methods of health promotion for the elderly.
Possible synergies and collaborations with other commission-funded projects, and other relevant ongoing projects.

ITALIA LONGEVA

ITALIA LONGEVA: “Italia Longeva” is an Italian network dedicated to active aging, created by the Ministry of Health, by the Marche Region and INRCA (National Institute of Care and Cure for elderly) to promote a new vision of the elderly: healthy and active elderly as a resource for society (engaged in tasks and suitable roles that enhance the experience and wisdom accumulated over the years), but also as a consumer of goods and services to ensure his good quality of life.

Italia Longeva is headed by Prof. Roberto Bernabei, head of the Department of Gerontology of the Università Cattolica del Sacro Cuore.
Possible synergies and collaborations with other commission-funded projects, and other relevant on-going projects.

**SPRINT**

SPRINTT: "Sprintt" (Sarcopenia and Physical fRaiIty IN older people: multi-componenT Treatment strategies) aims to improve elderly people’s quality of life by paving the way towards a treatment for frailty. The project will do this by identifying the specific characteristics of frailty and testing whether frailty can be prevented by a treatment programme that combines exercise, dietary advice, and the use of modern technologies. The SPRINTT project brings together major pharmaceutical companies, leading universities and hospitals, and small and medium-sized enterprises (SMEs) with the overall goal of improving frailty care and prevention in Europe.

Participants

**EFPIA**

(Sanofi, France; Eli Lilly, UK; GSK, UK; Novartis, Switzerland; Servier, France)

Universities, research organisations, public bodies, non-profit groups

(Università Cattolica del Sacro Cuore, Italy; Uniwersytet Jagiellonski, Poland; Centre Hospitalo-Universitaire de Toulouse, France; Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany; Helsingin yliopisto (University of Helsinki), Finland; Istituto Nazionale di Riposo e Cura per Anziani-INRCA, Italy; Roessingh Research and Development BV, the Netherlands; Servicia Madrileno de Salud, Spain; Università degli Studi di Firenze, Italy; Université Paris Descartes, France; University Medical Center Göttingen, Germany; Univerzita Karlova v Praze, Czech Republic;)

Small and medium-sized enterprises

(Caretok, Italy; EU-Open S.R.L, Italy; Niche Science &Technology Ltd, UK)