



Migliorare la salute nella popolazione

Principi teorici ed esempi pratici per lo sviluppo di piani per la salute

Trento 7 Novembre 2013

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Direttore

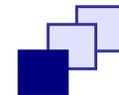
Ufficio Europeo per gli Investimenti per la Salute e lo Sviluppo
Organizzazione Mondiale della Sanità
Regione Europea

Nostro input OMS...

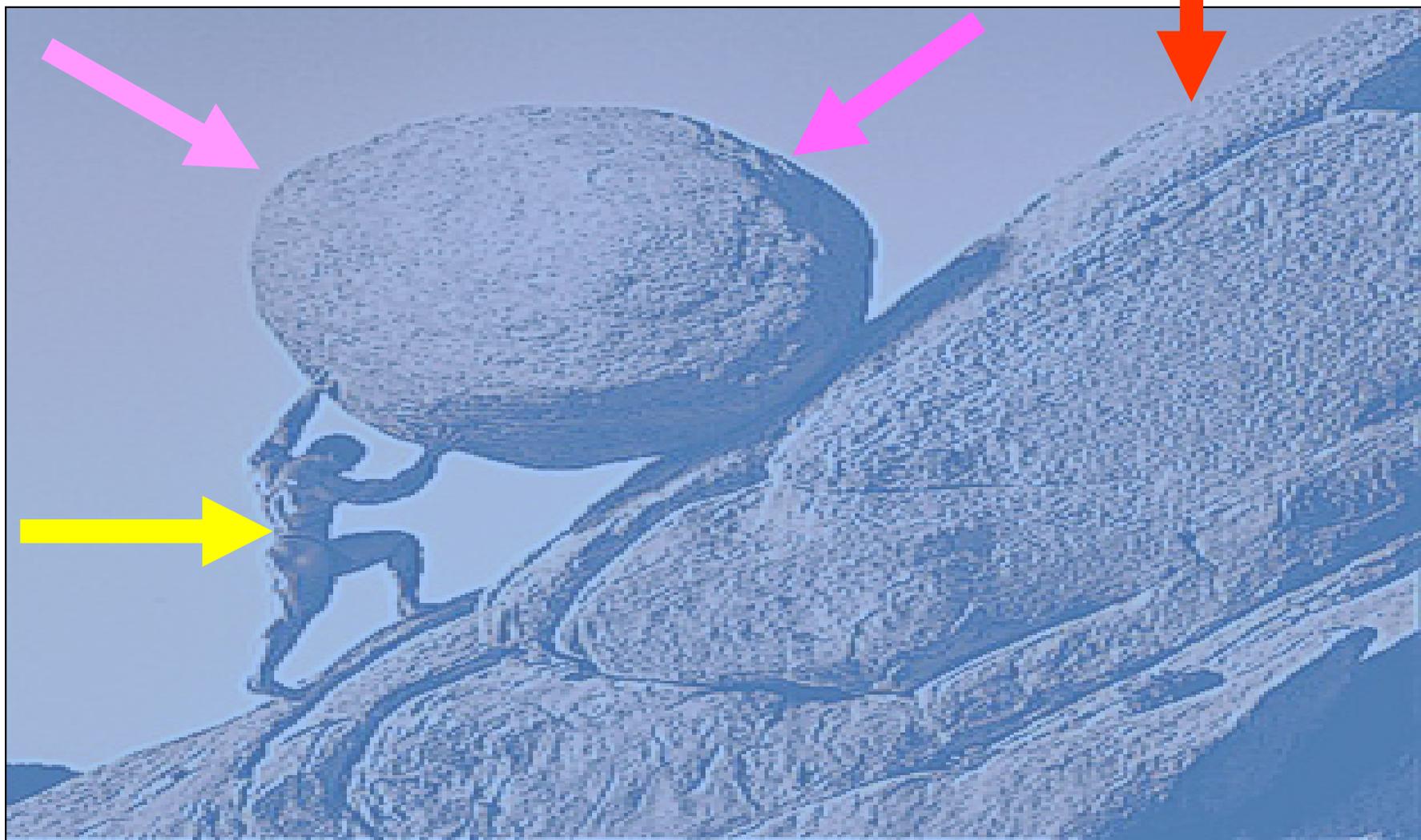
**Riflessioni
strategiche**

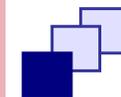
Salute 2020

**Concetti e
strumenti**

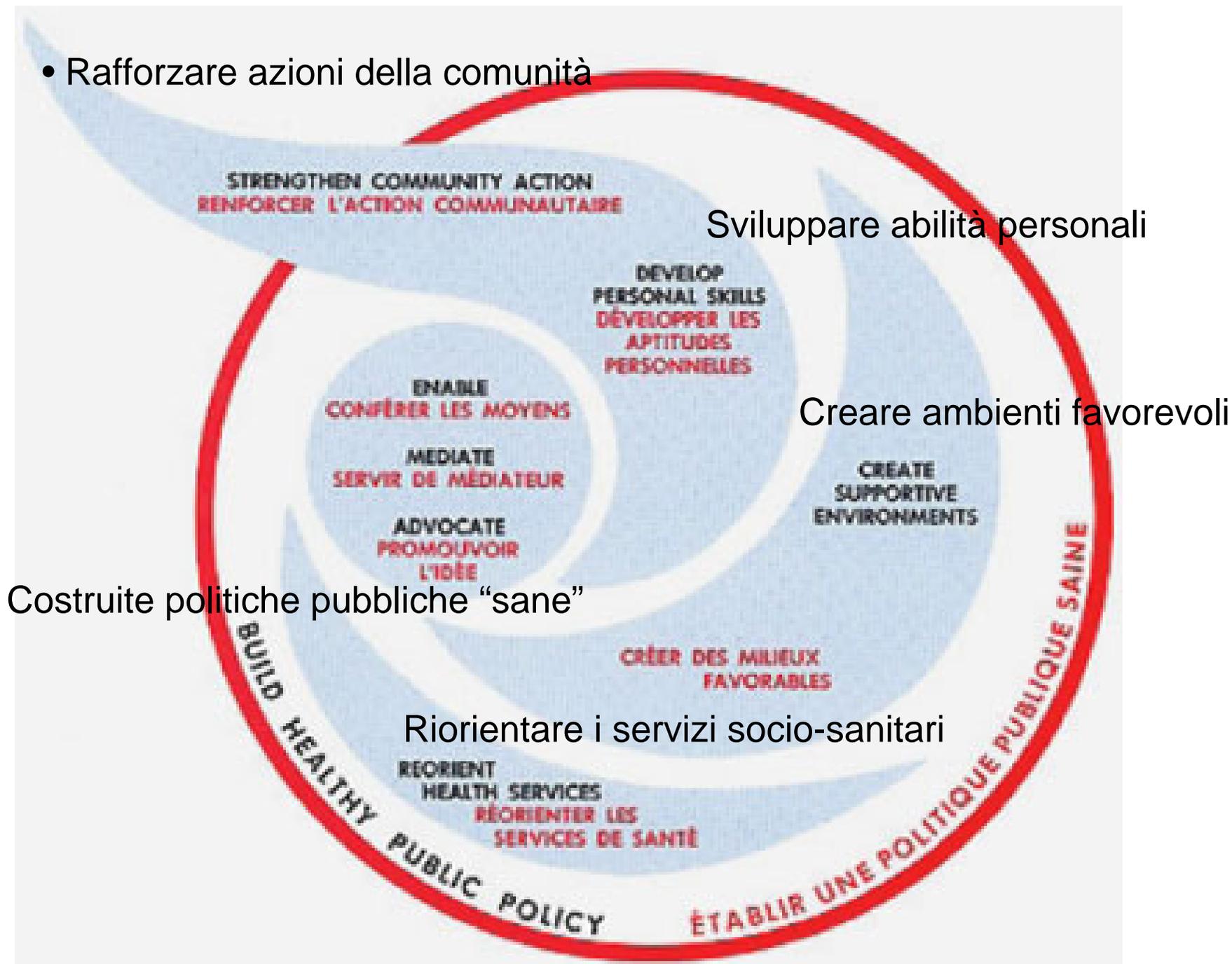


Come facilitare la promozione della salute individuale e collettiva?

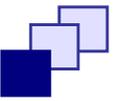




- Rafforzare azioni della comunità

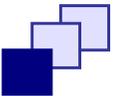


La Promozione della Salute



“...il **processo** che permette ai cittadini di avere il controllo sui **determinanti** della loro salute al fine di migliorarla”
(OMS, Carta di Ottawa, 1986)





Condizioni di Rischio

- Poverty
- Low education/occupational status
- Dangerous, polluted environment
- Discrimination
- Low political and economic power
- Large gaps in income
- Poor housing inadequate access to cheap, healthy food

Fattori di rischio fisiologici

- Hypertension
- Hypercholesterolemia
- Compromised immune system
- Genetic factors

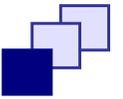
Fattori di rischio comportamentali

- Smoking
- Poor diet
- No exercise
- alcohol

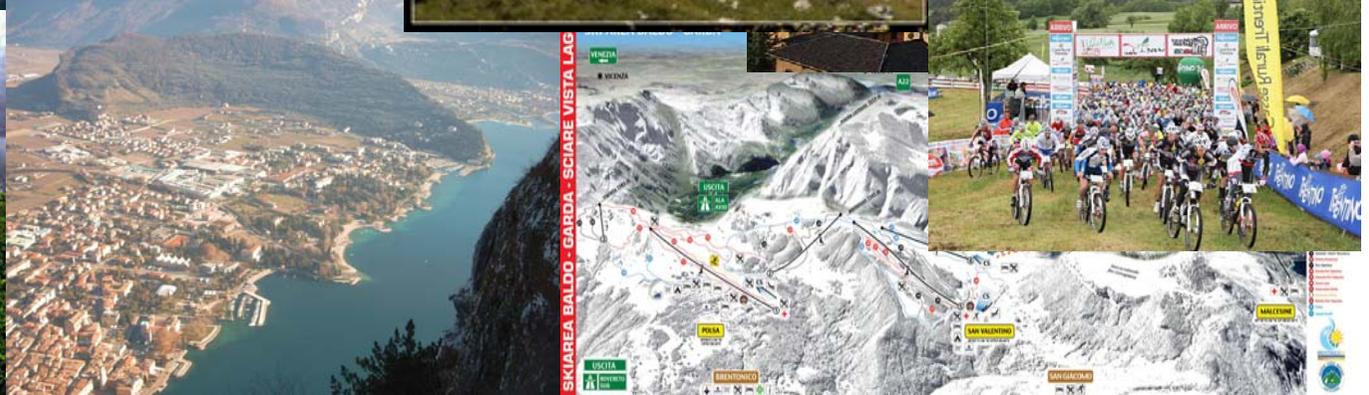
Fattori di rischio psico-sociali

- Isolation
- Lack of social support
- Low self-esteem
- Self-blame
- Low perceived power and control
- hopelessness

Stato di Salute



Trentino: Una comunità sostenibile



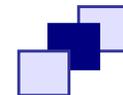
**Concetti ed
esempi**

Salute 2020

**Riflessioni
strategiche**

Salute 2020: Una piano di riferimento per promuovere la salute e ridurre le inequità





2 obiettivi strategici + 4 priorità d'approccio

1. Promuovere salute e ridurre le inequità
2. Rafforzare la governance per la salute

Life-course approach
Invest in health through life-course approach and empower citizens



Strategic objectives
Reducing inequalities
Better governance

WHO European policy framework
for health and well-being
HEALTH 2020

Burden of disease
Tackle Europe's major disease burdens of noncommunicable and communicable diseases



Strategic objectives
Reducing inequalities
Better governance

WHO European policy framework
for health and well-being
HEALTH 2020

Health systems
Strengthen people-centred health systems and public health capacity



Strategic objectives
Reducing inequalities
Better governance

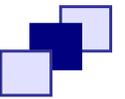
WHO European policy framework
for health and well-being
HEALTH 2020

Resilient communities
Create supportive environments and resilient communities



Strategic objectives
Reducing inequalities
Better governance

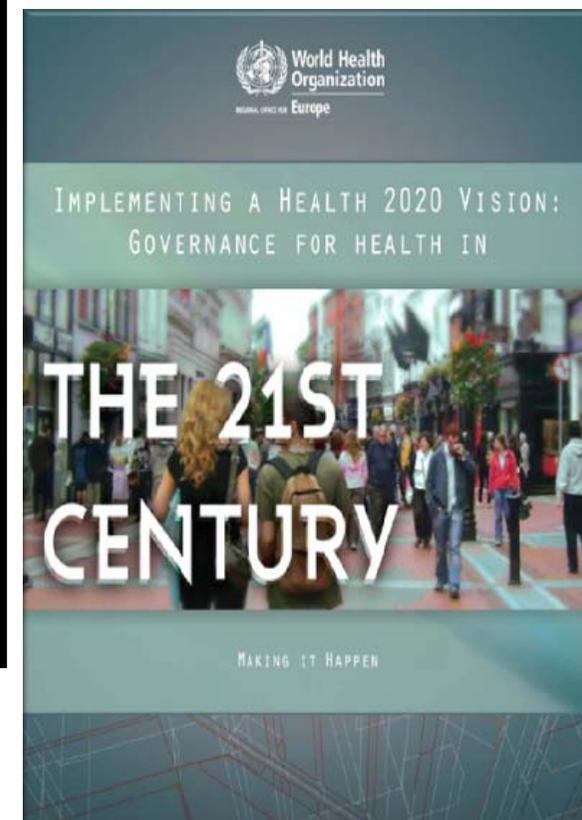
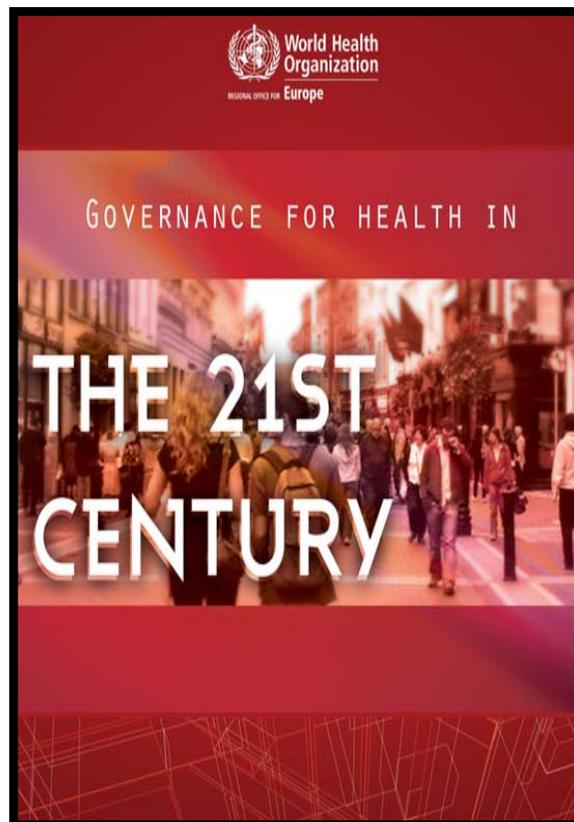
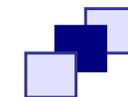
WHO European policy framework
for health and well-being
HEALTH 2020



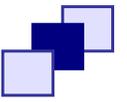
Salute 2020: Aree di Priorità

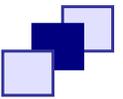
1. Investire in salute attraverso un approccio life-course
2. Affrontare le sfide per la salute
3. Rafforzare i sistemi socio-sanitari ed aumentare le capacità per affrontare emergenze di salute pubblica
4. Creare ambienti favorevoli alla promozione della salute ed a società resilienti

Studi scientifici che hanno informato Salute 2020



Salute 2020 – Irlanda: Healthy Ireland



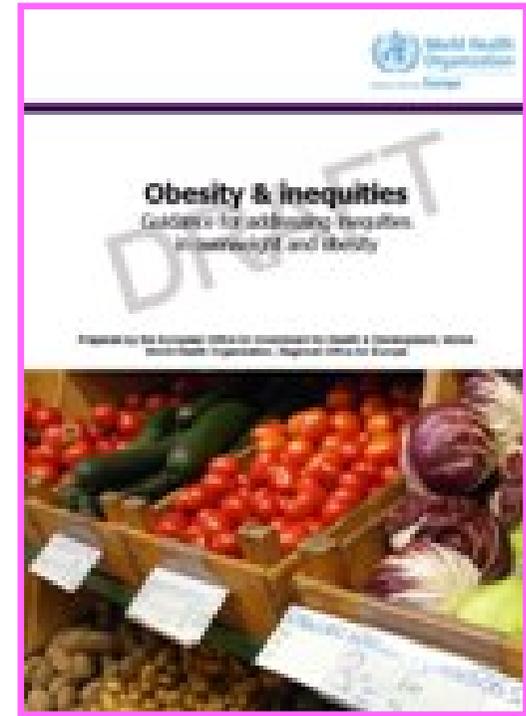
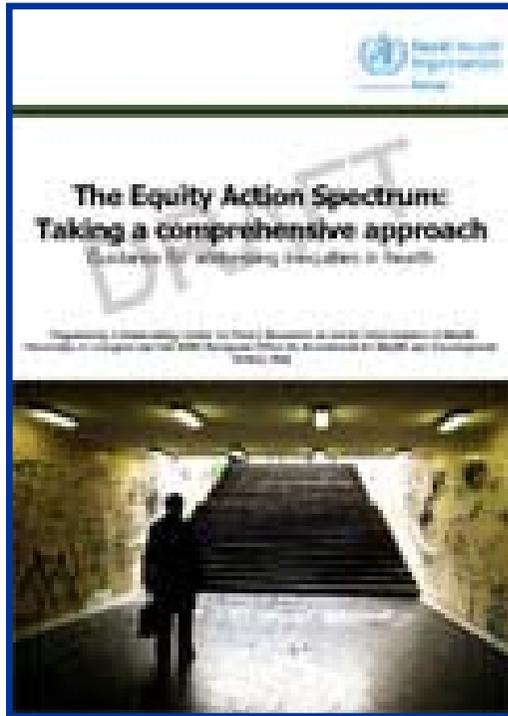
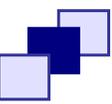


Salute 2020 a livello sotto-nazionale: Galles

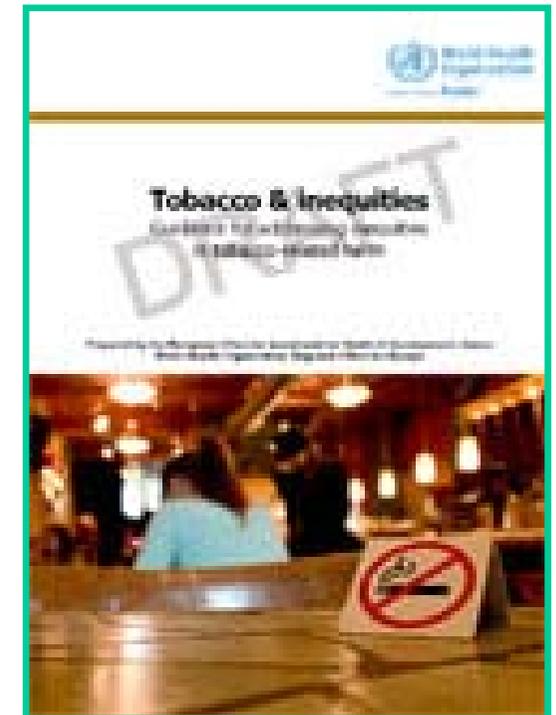
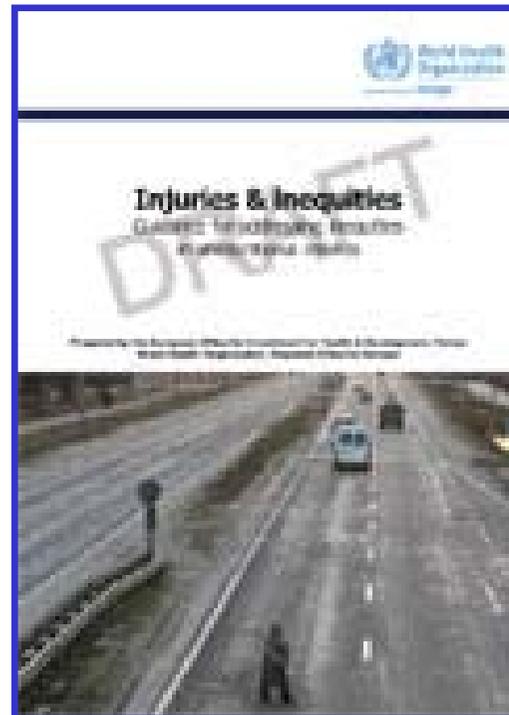
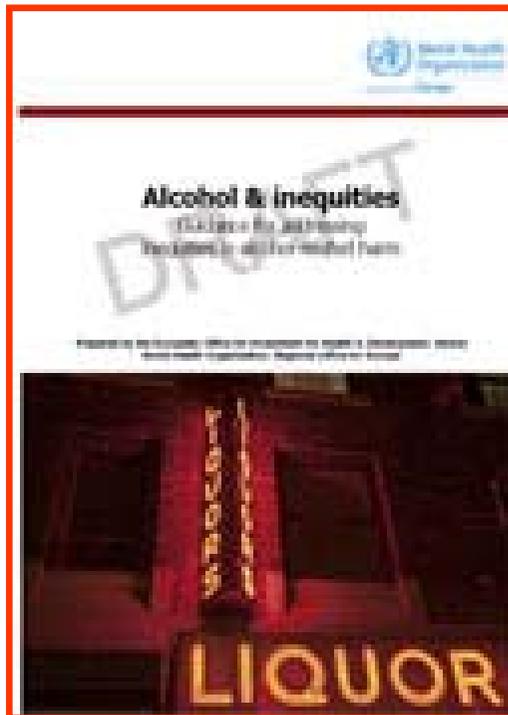
“As First Minister, I have responsibility for the whole range of policies and programmes. Let me assure you – nothing ranks higher on my priorities than the health of the nation. (..) To use a WHO phrase it requites action by whole of society and whole of government”. Cardiff, 10 Oct 2013)

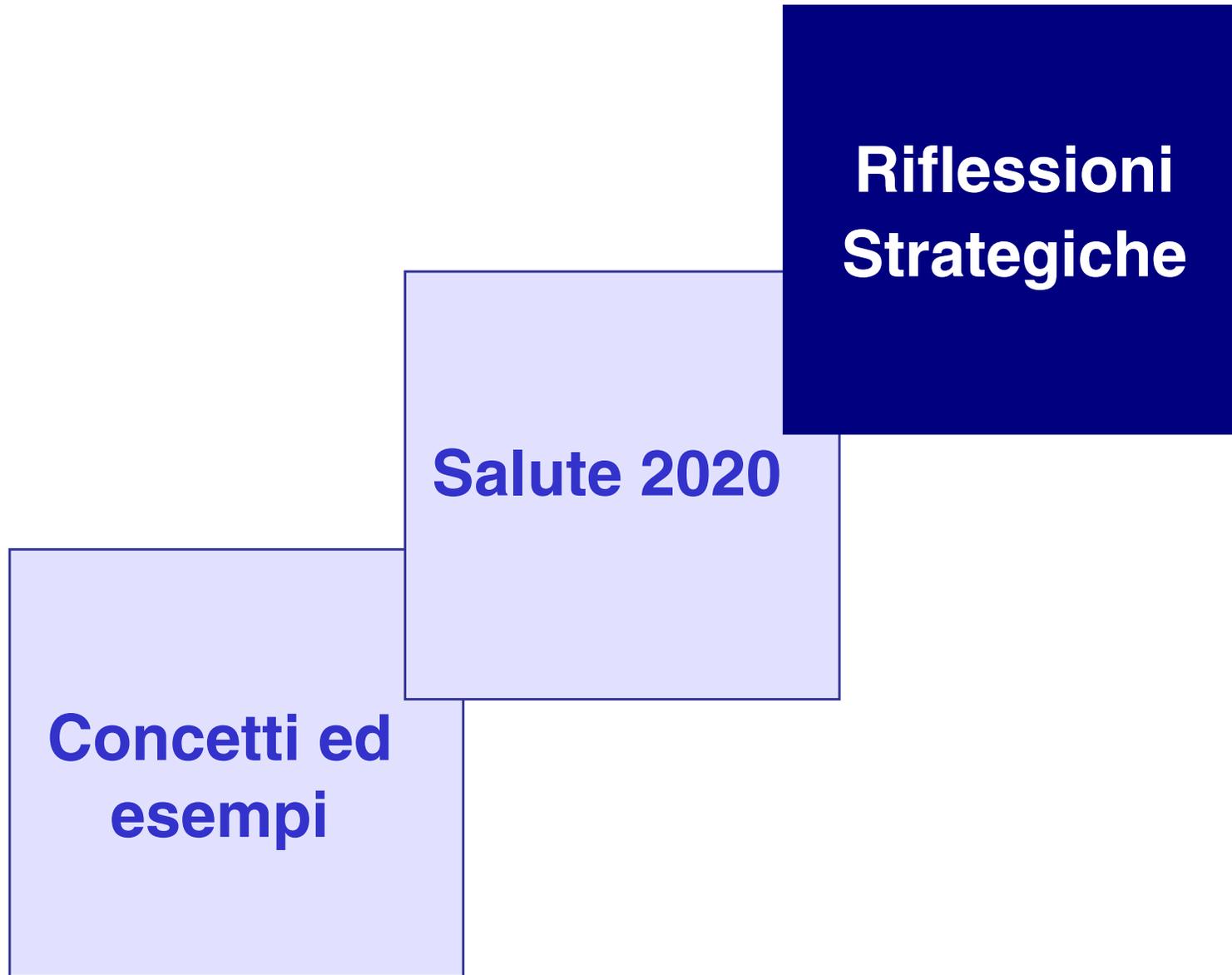


Hon Carwyn Jones
First Minister of Wales



Strumenti

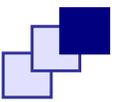




1. Che tipo di Trentino/Distretto vogliamo?

In che comunità vogliamo che i nostri figli nascono, giocano, crescano, lavorino, invecchino...

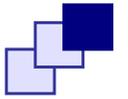




2. Trentino: Una comunità che è....

- Socially equitable and inclusive
- Economically viable
- Politically participatory
- Ecologically sustainable
- Responsive and resilient

3. **Avere un piano di salute strategico**

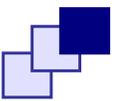


- **Dove si produce salute in Trentino/Distretti?**
- **Che azioni producono il miglior guadagno di salute nella popolazione?**
- **Quali azioni contribuiscono a ridurre le iniquità di stato di salute e danno valore aggiunto allo sviluppo locale del Distretto/Trentino?**
- **Come rafforzare il sistema socio-sanitario per affrontare tali domande?**

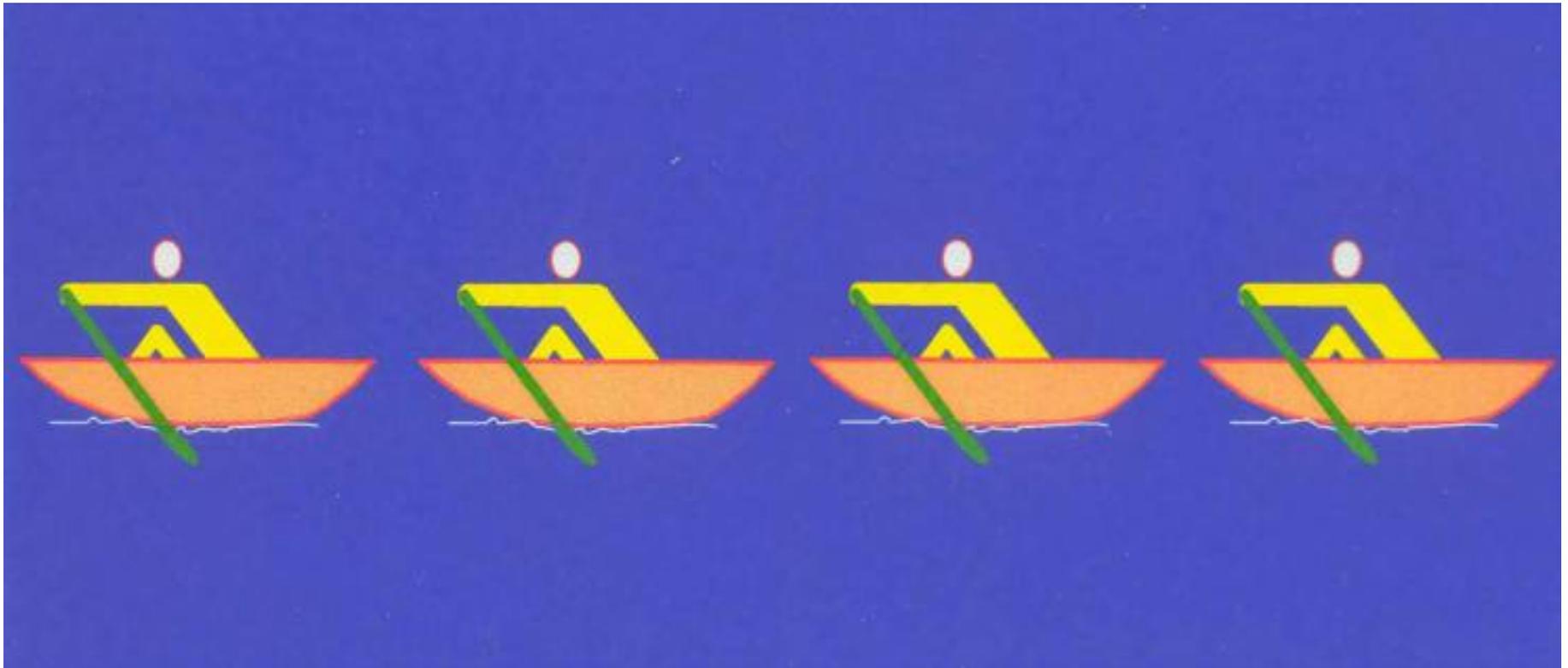
4. Approccio Life-course (ciclo di vita)

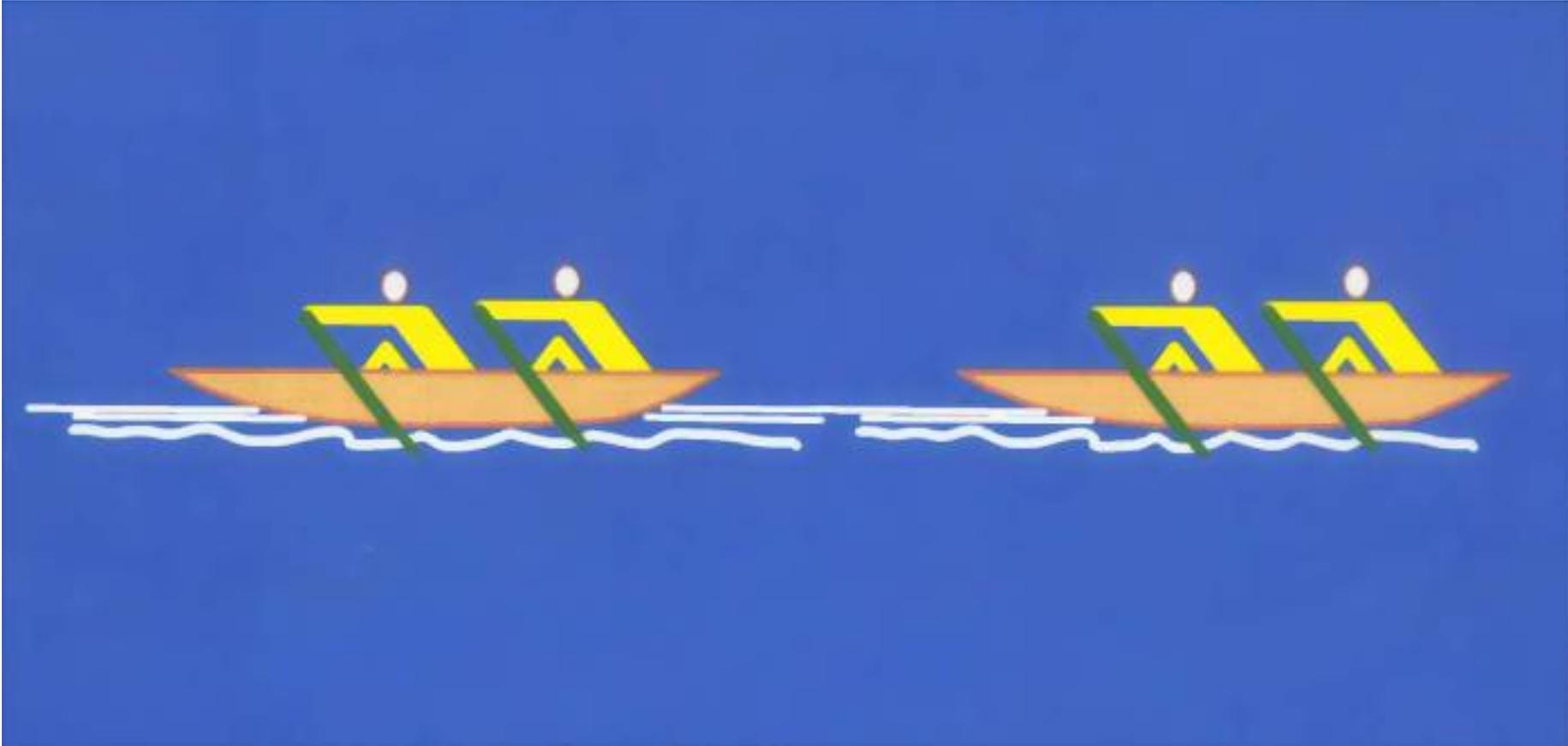
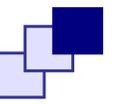


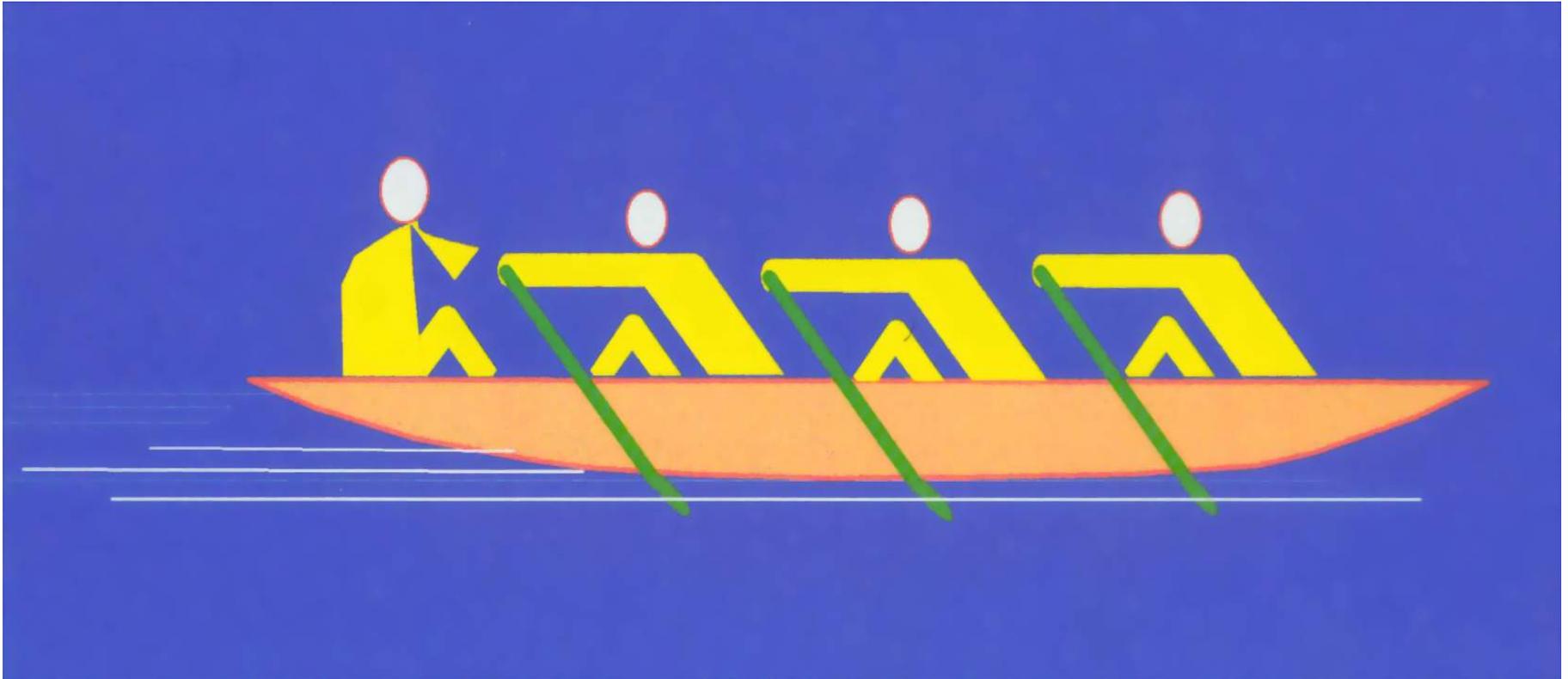
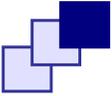
Giorgione, (1477–1510) , Le tre età dell'uomo. Palazzo Pitti, Florence

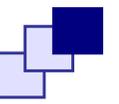


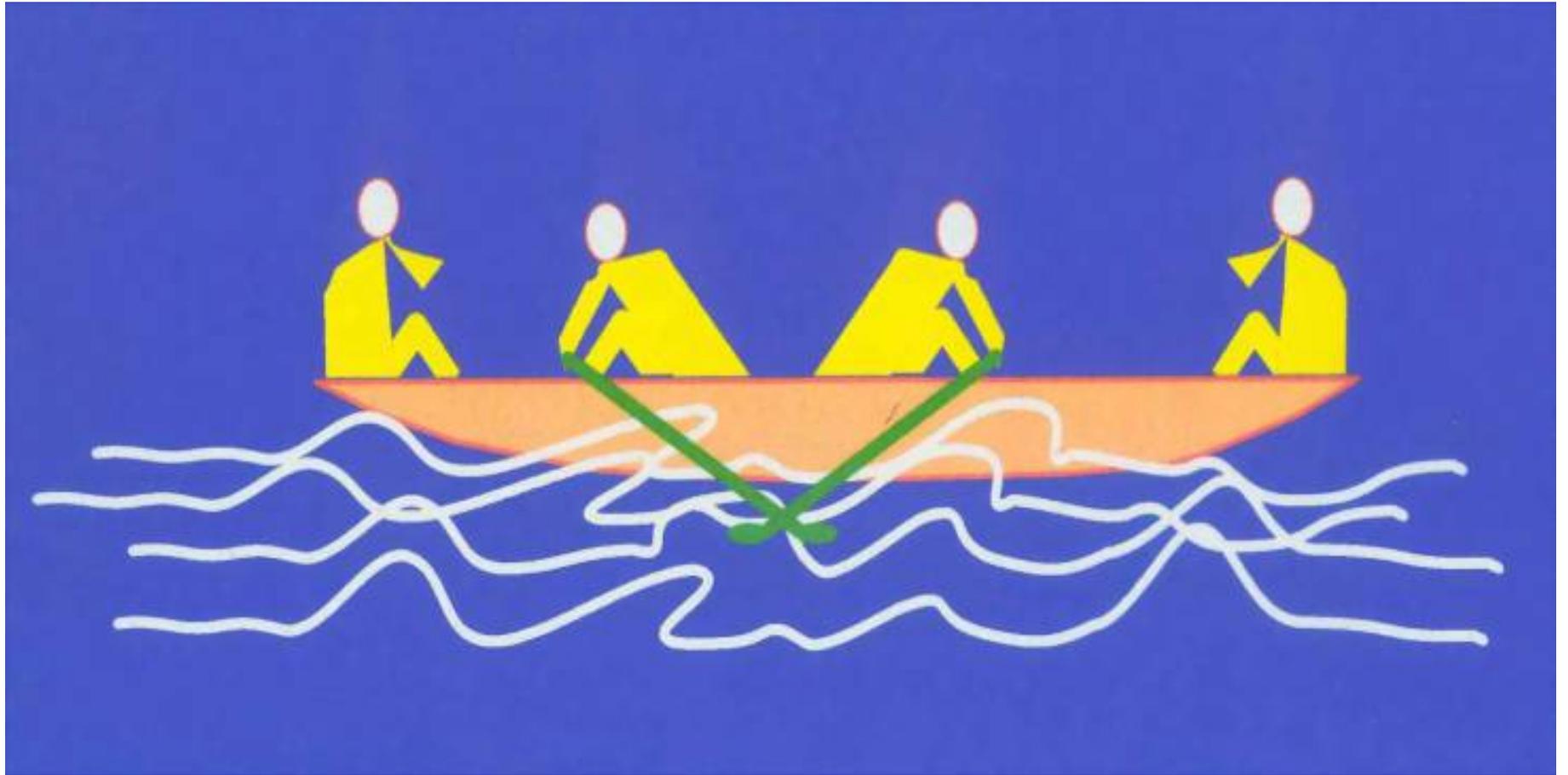
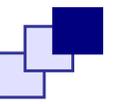
5. Institutional performance

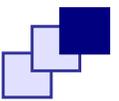






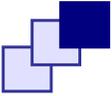






Naka (Ibaraki, Japan)





6. Gestire sistemi e non interventi separati



7. Coerenza in tutti i settori

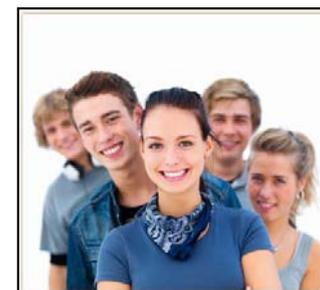
Diminuire esposizione differenziale



Ridurre vulnerabilità differenziale

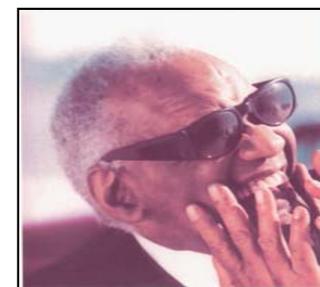


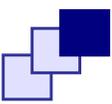
Aumentare equità accesso, trattamento, etc



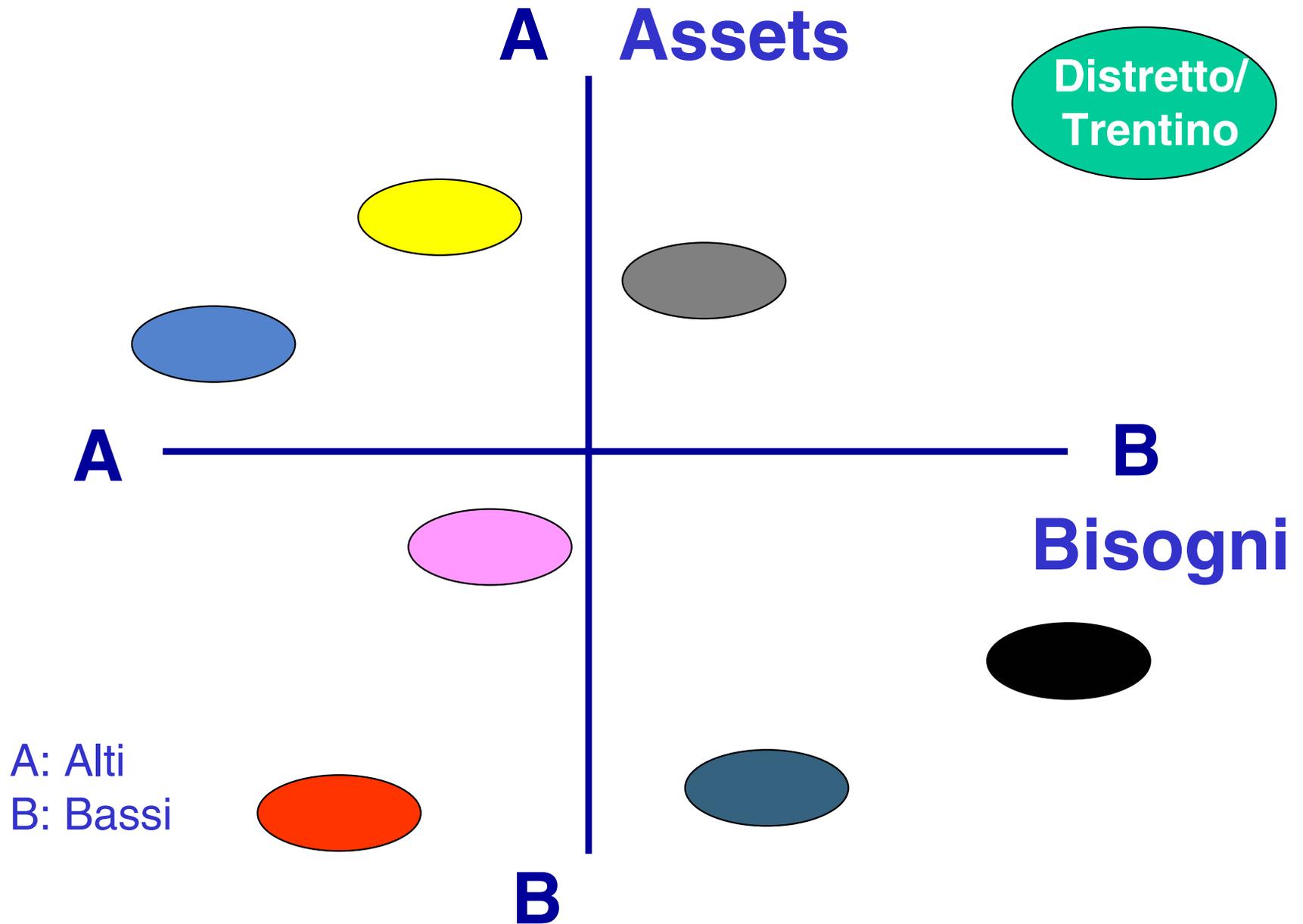
Ridurre impatto differenziale (consequences)

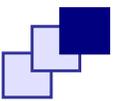
Aumentare risorse salutogeniche "Assets"





Minimizzare bisogni, Massimizzare Assets

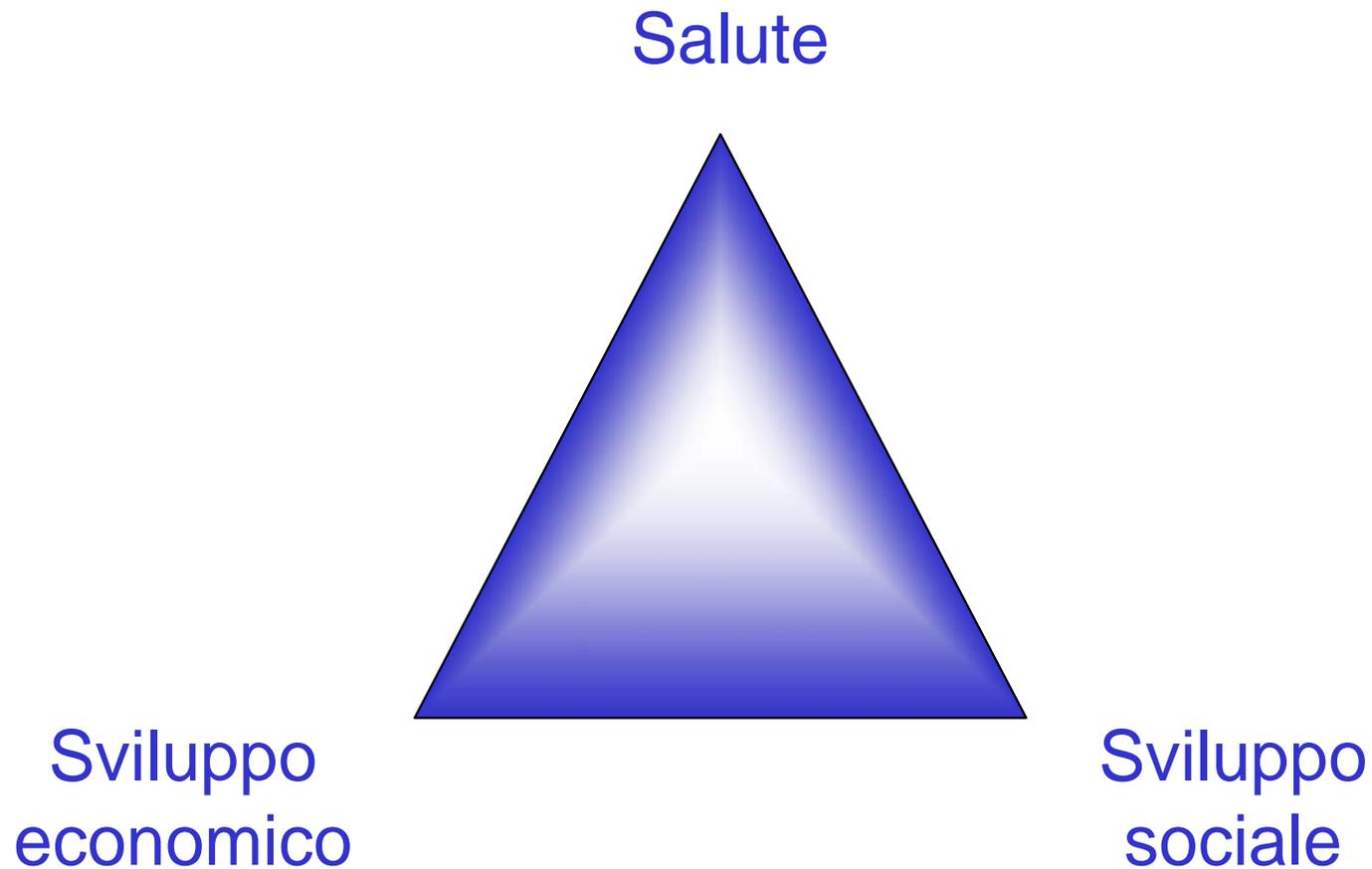
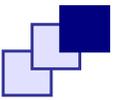




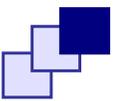
8. Rafforzare il “sistema immunitario sociale”



9. Riposizionare la salute come elemento chiave nelle strategie di sviluppo locale

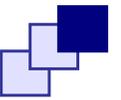


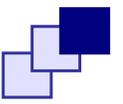
10. Comunicare per prendere decisioni Sintesi programmatica



1. In che cosa consiste il problema o l'opportunità?
2. Come è emerso e come si sta evolvendo?
3. Perché è importante?
4. Perché è urgente agire ora?
5. Come si potrebbe risolverlo?
6. Che interventi immediati (next steps) proponiamo nel breve termine?
7. Cosa proponiamo come intervento di lungo termine

Congiungere mondi differenti....





Stiamo percorrendo una strada nuova...

