



Exemplary Project

HEALTHY LIVING - CROATIA
March 2018



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Croatia - Healthy Living

General information	
OP information	<p>Title OP: Operational programme under the 'Investment for growth and jobs' goal</p> <p>Priority axis: Priority axis 2 'Social inclusion'</p> <p>Investment priority: Enhancing access to affordable, sustainable and high-quality services, including health care and social services of general interest (9.iv)</p> <p>Specific objective: Sustainably improving access to health care in deprived areas and for vulnerable groups and promoting health (9.iv.1)</p>
Timeline	<p>Start date: 07/12/2016</p> <p>End date: 07/12/2022</p>
Budget	<p>Total budget: 30.373.299,36 HRK (3.970.365,93 €)</p> <p>Co-financing rate: 85 %</p> <p>EU Fund: ESF</p>
Beneficiary/ies	<p>Main beneficiary: Hrvatski zavod za javno zdravstvo/Croatian Institute of Public Health</p> <p>Other organisations: 21 county institutes of public health (public sector) NGO's and civil societies on local level; Ministry of health, Ministry of science and education, Ministry of agriculture; Ministry of work and retirement system, Ministry of demographics, family, youth and social policy, Ministry of internal affairs, Ministry of environment protection and energy, Ministry of tourism, Office for cooperation with NGO's Government of Croatia, Croatian health insurance fund, Education and teacher training agency, University of Zagreb, University of Rijeka, University of Split, University of Osijek, Croatian food agency, Croatian employers' association, Croatian chamber of commerce, Croatian chamber of trades and craft, Croatian tourist board, Union of autonomous trade unions of Croatia, Independent trade unions of Croatia, Association of Croatian trade unions, Workers' trade union association, other health friendly institutions including pre-school facilities, primary and secondary school and companies</p>
Category of intervention:	112 - Enhancing access to affordable, sustainable and high-quality services, including health care and social services of general interest
Contact details	<p>Name: doc. dr. sc. Sanja Musić Milanović, dr. med.</p> <p>Organisation: Hrvatski zavod za javno zdravstvo/Croatian Institute of Public Health</p> <p>Role in project: Project leader</p> <p>Phone number: +385 1 4863 203</p> <p>Email address: sanja.music@hzjz.hr</p>
Project website	www.hzjz.hr
Thematic block covered	TB 5: Active and healthy ageing, workplace health and safety, health promotion and disease prevention

Project summary	
<p>Overall project objective is improvement of health of population by reducing behavioural, biomedical and socio-medical risk factors and creation of supportive environment enabling all citizens of Croatia good health and high life quality. Specific objectives are: improving knowledge and attitudes on importance of healthy nutrition and physical activity for prevention of overweight, promotion of physical, mental and reproductive health using youth education and advisory services for all age groups. The project consists out of 5 areas: health education, health and physical activity, health and nutrition, health and the workplace and health and the environment. The project activities are aimed at awareness raising and education on risk behaviours for development of non-communicable diseases and other adverse health effects and health protection factors in order to impact health determinants, increase life expectancy, reduce mortality, increase number of healthy life years, increase of natality and achieving the best possible physical and mental health, improving life quality and functional ability. The project „Healthy living“ operates at individual, community and broad social level influencing crucial health determinants: biological, social, psychological and environmental. The duration is planned over 6 years (2016-2022) in two phases: awareness raising and education of performer and countrywide implementation and evaluation phase. Target groups are the user of health services (all ages and without increased NCD risk factors) as well as health services providers, experts from private, public and civil sector who will be educated for implementation of health promotion services.</p>	
Development and Implementation	
Initiator/trigger	Croatian institute of public health is the lead public health institution in Croatia. The institute takes care about public health of population in collaboration with network of regional public health institutes during last decades. During its historical existence the Croatian institute of public health was responsible for health promotion. Since 2003 it performs comprehensively health promoting activities and since 2015 its “Healthy living” programme was declared to national programme by government decision. During the programme implementation the need for additional financial resources came up in order to achieve the population by sufficient scale of awareness raising and health promoting activities. Therefore, the Institute decided to apply for ESF co-financing.
Project objective	The project objective is to reduce negative impact of behavioural, biomedical and socio-medical risk factors and building health supporting environment enabling all inhabitants the best level of health and life quality.
Target group(s)	The target groups are: health services user (all ages without NCB risk factors), health services provider, experts from private, public and social sector, who will be educated in health promotion.
Project health-related indicators	Indicators ‘Experts participated in education activities’ and ‘Number of awareness raising activities/ public campaigns’ related to specific objective ‘Creating preconditions for promotion of healthy nutrition and physical activity’ Indicator ‘Increased number of experts educated at provision of community social services’ There are 21 more indicators; 4-5 indicators related to each of 5 project areas
Results	
Expected/attained results, outcomes and potential impacts	<p>Overall objective: To reduce morbidity and mortality of CVD and increase of working ability of working population</p> <p>Aim of the project: Increased knowledge and attitude as well as promotion and protection of physical, mental and sexual and reproductive health.</p> <p>Indicators: up to 2020 increase of healthy life behaviour by 10% of project participants 50% of primary and secondary schools involved in one area of project activities 30% or 6 companies involved in programme Project “Walking towards health” implemented in 30% or 6 counties Project “Volunteers in park” implemented in 30% or 6 counties</p> <p>Project results:</p>

	<ol style="list-style-type: none"> 1. Creating preconditions for promotion of healthy nutrition and physical activity 2. Creating preconditions in all counties for walking on regular basis, increasing visibility of programme 'Walking towards health' and visibility of walking routes/ways 3. Creating preconditions for development of healthy nutrition habits in childhood, increasing awareness on importance of healthy nutrition of population and increasing visibility of healthy food in everyday life 4. Creating preconditions for health promotion and protection at work and increasing visibility of health promoting companies by assigning the name 'Health friendly company' 5. Creating preconditions for health promotion and protection in free time by implementation of the project 'Volunteers in park' and increasing the visibility of programme in parks <p>Indicators: E1 Health education 1st phase: 12 indicators; 2nd phase: 5 indicators E2 health and physical activity 1st phase: 4 indicators; 2nd phase: 4 indicators E3 Health and nutrition 1st phase: 4 indicators; 2nd phase: 2 indicators E4 Health and the workplace 1st phase 6 indicators; 2nd phase 5 indicators E5 health and the environment 1st phase 6 indicators; 2nd phase 4 indicators</p>
Success factors & Challenges	The involvement of numerous stakeholders from national to local level and individuals are crucial for the project success. 10 different governmental institutions are involved. The project methodology is countrywide common, what makes this project unique, while innovation lies in cooperation and networking of different sectors to achieve the same goal- health promotion and protection.
Potential for replication	The project is transferrable to other counties, because of similar public health issues; the methodology itself is also transferrable.
Wider context	
Relevance of the project to the objective of the relevant thematic block	The project refers specifically to health promotion and disease prevention but it has also elements related to workplace health and safety.
Relevance of the project objective to the specific objective of the OP	The project is aimed at promotion of physical, mental, sexual/reproductive health for all ages. The project activities enable cost free and universally accessible health promoting and protective services. All activities are adjusted to vulnerable groups, promoting equality. It is envisaged to implement the activities in war injured areas and island.
Relevance of the project towards reducing health inequalities	All project activities are cost free and accessible, combined with education on healthy lifestyle making this combination accessible for less affluent groups. Particular attention is dedicated to children with special needs, disabled persons and other vulnerable groups.
Relevance of the project towards the reform of health systems	Investment in health promotion via implementation these 5 areas of activities will lead to reduced morbidity and mortality from NCD in long term period: Creation of health promoting and health supportive environment will eventually reduce costs of health care system.

<p>Relevance of the project objective to the national context and policy goals</p>	<p>In relation to national context and policy goals, 'Healthy living' project activities are directly related to the National health promotion programme bearing the same name, 'Healthy living'. The program has been active since 2015. Also, the project aims and activities are founded in key national public health policy documents including the National health development Strategy 2012 - 2020, and Strategic plan for the development of public health 2012 - 2015.</p>
<p>Relevance of the project objective to health policy goals at EU level</p>	<p>The project addresses determinants of health, health promotion and diseases prevention, health literacy and health inequalities. It promotes social inclusion and access to health services.</p>