



**10th Global Conference
on Health Promotion**

The Andalusian Comprehensive Strategy for Healthy Living

General Directorate of Public Health and Pharmaceutical Management
REGIONAL MINISTRY OF HEALTH AND FAMILIES OF ANDALUSIA (SPAIN)

December 13, 2021 | 10:00-11:00 CET

Context:

- According to the World Health Organization, noncommunicable diseases (NCDs) kill 41 million people each year, equivalent to 71% of all deaths globally.
- The United Nations 2030 Agenda (SDGs) recognizes NCDs as a major challenge for sustainable development.

Rationale:

- Many of the risk factors of these conditions are avoidable.
- Health promotion and disease prevention strategies can prevent and reverse these conditions.
- Promoting healthy lifestyles leads to health benefits (at a much lower cost than medical treatment for any of the associated risk factors and diseases).
- Innovative health promotion strategies, focused on holistic and integrated approaches, can contribute to create a healthier, sustainable and fairer world.

The Andalusian Comprehensive Strategy for Healthy Living

is the Regional Government's answer



HEALTHY
ANDALUSIA



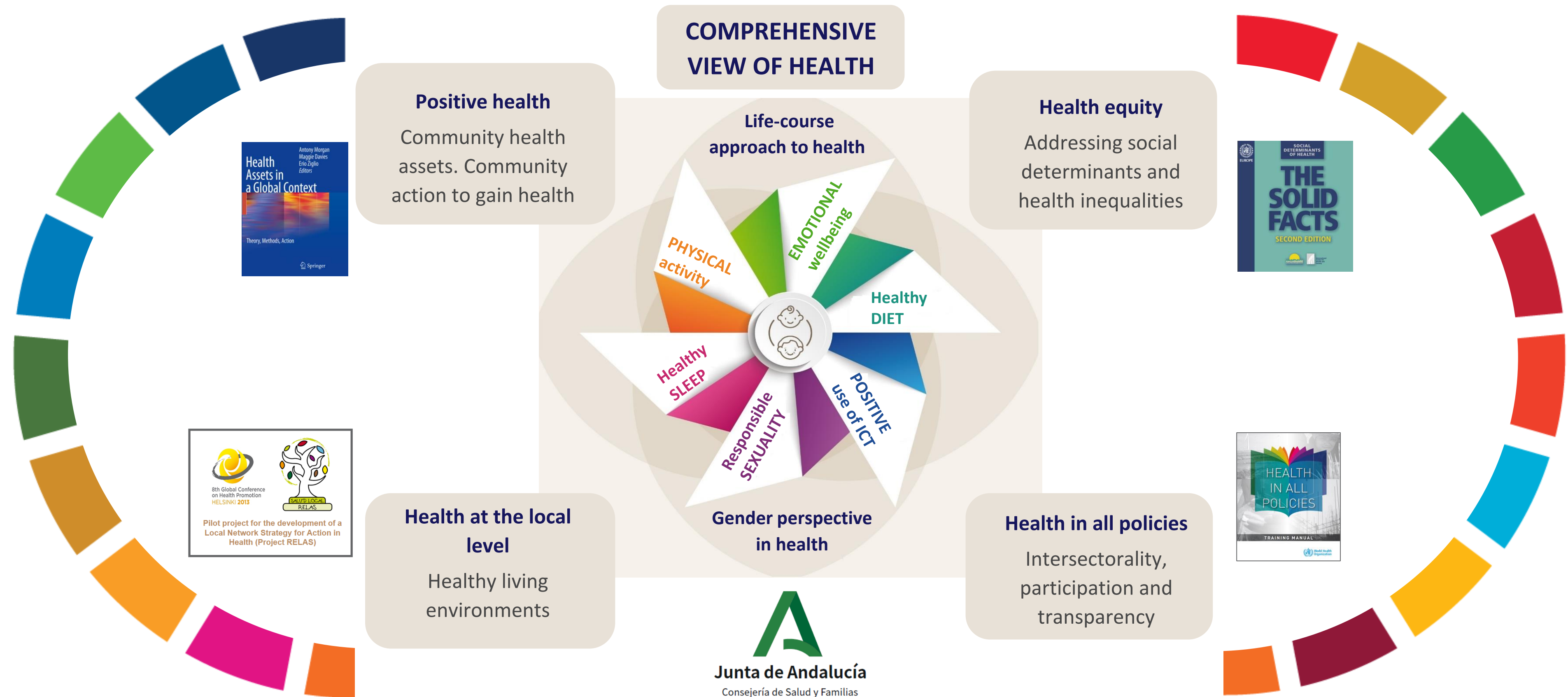
Defining works are
concluding now
and kick-off is
planned for 2022

In November 2019,
the Andalusian
Government approved the
formulation of the
Strategy

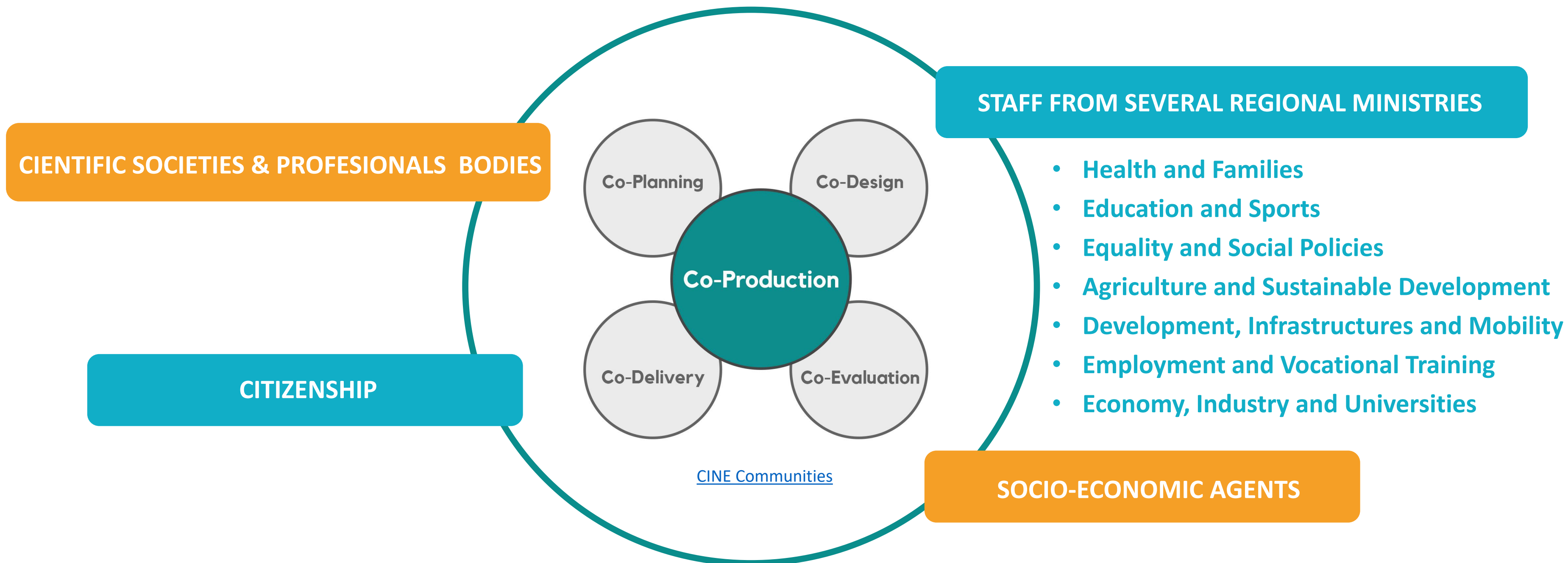
The Andalusian Strategy for Healthy Living is:

- A comprehensive action plan encompassing interdepartmental efforts to promote healthy living throughout the region of Andalusia (the 2nd largest and the most populated region in Spain – around 8.5 M).
- Aimed at the entire population (and all ages) and addressing the determinants that enhance personal and community health assets, as well as health equity, by means of interventions in all policies at a local level.
- Besides other institutional initiatives that already address most common harmful habits, this Strategy will focus on the following healthy habits and behaviors:

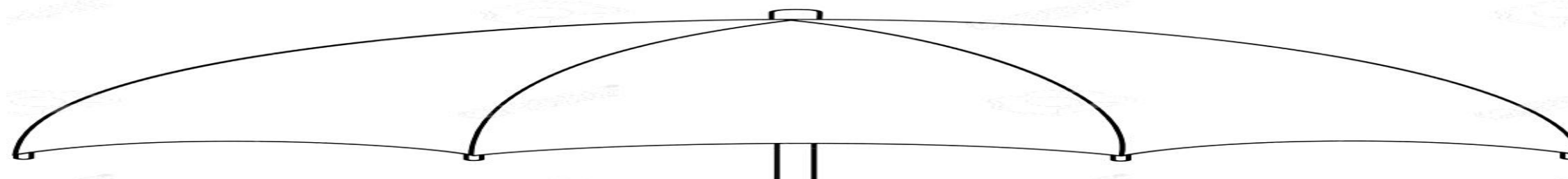




Co-production process:



Linked to health promotion programs already in place in several areas:



EDUCATION



HEALTHCARE



EMPLOYMENT



MUNICIPALITIES





Junta de Andalucía
Consejería de Salud y Familias

Thank you

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