Health Promotion in Hungary

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1. Based on the experience of former long term documents since 1987

2. Actual National Public Health Program:
   - Resolution of the Parliament in 2003 based on political consensus
   - Yearly reports, 2008 midterm review
National Public Health Program II.

Creating a health promoting social environment

Programs of healthy lifestyles, reducing risk factors to human health

Preventing avoidable mortality, morbidity and disability

Strengthening the institutional system of health care and public health to improve health
1. Creating a health promoting social environment:
   • Healthy youth
   • Improving the health of the elderly
   • Equal opportunity for health
   • Health promotion in settings of daily life

2. Programs of healthy lifestyles, reducing risk factors to human health
   • Cutting back tobacco smoking
   • Alcohol and drug prevention
   • Healthy nutrition and food safety
   • Promoting physical activity
   • Public health and epidemiologically safety
   • National Environment and Health Action program

19 priority areas regarding the strategic directions
3. Preventing avoidable mortality, morbidity and disability
   • Reducing mortality and morbidity due to coronary heart diseases and cerebrovascular diseases
   • Reducing mortality and morbidity due to neoplasms
   • Strengthening mental health
   • Reducing morbidity due to locomotor diseases
   • Preventing AIDS

4. Strengthening the institutional system of health care and public health to improve health
   • Public health screenings
   • Improving the provision of care
   • Resource development
   • Monitoring – Information technology
Key values and principles

1. Equity
2. Intersectoriality
3. Participation
Partners in health promotion I.

Ministry of Health

Office of the Chief Medical Officer

Regional Offices of the National Public Health and Medical Officer Service

Micro-regional offices of the National Public Health and Medical Officer Service (Public health departments)

National Institute for Health Development

Additional Public Health Institutes (8)
Partners in health promotion II.
National Institute for Health Development I.

Key functions

- Research, development and case studies
- Coordinates, monitors, evaluates program implementation (NPHP)
- Coordinates international activities (WHO and other agencies)

Priority areas of action (NPHP)

- Health determinants: nutrition, tobacco, alcohol and drugs, mental health, environment
- Threats to health: communicable and non-communicable diseases
- Health information: health communication, analysis and monitoring of programs
Priority areas for action in 2008

1. Health promotion in settings: schools and workplaces
2. Health promotion in children and youth
3. HIV/AIDS prevention
4. Tobacco control, and smoking prevention
5. Capacity building and methodology for local health planning
6. Health Impact Assessment
7. Health promotion in deprived social groups (Romas)
8. EU projects related to the socio-economic determinants of health
Example of good practice

The Smoke Drop Program

1. First Hungarian scientific reality show, 20 episode series, 1.5 million audience
2. Primary target group: people motivated in giving up smoking
3. Breaking of the smoking habit in one month:
   • Heavy smoker television editor and presenter
   • Nicotine addict young couple
3. Webpage: www.leteszemacigit.hu, > 4000 visitors
4. New approach to help others, possible to give it up, the importance of the motivation and environmental support
Thank you for your attention!

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