



Országos  
Egészségfejlesztési  
Intézet



## Health Promotion in Hungary

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**Edina Gábor**

**General-Director**

**National Institute for Health  
Development**

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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



## Strategic directions

**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**



## 19 priority areas regarding the strategic directions

### 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

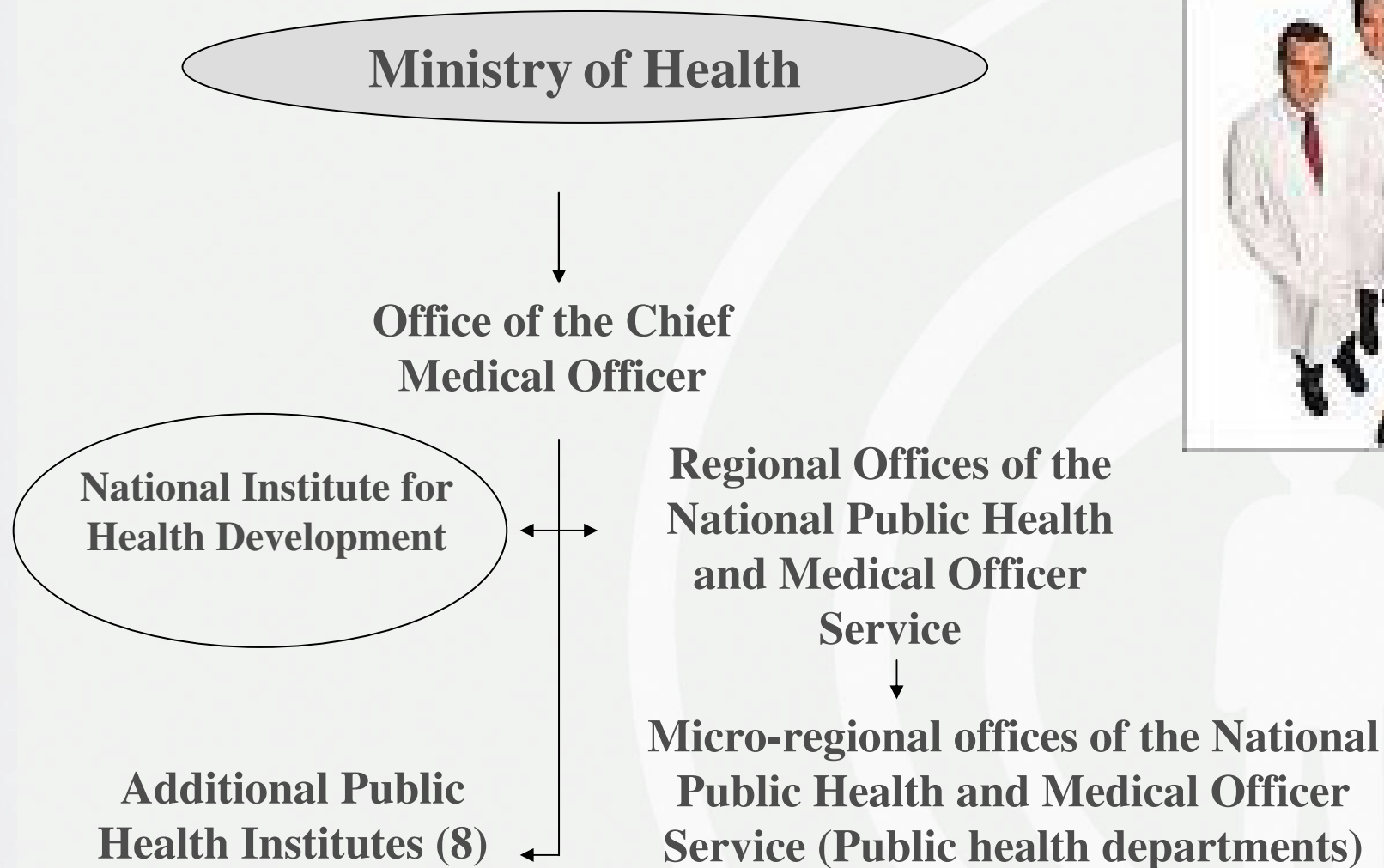
- Public health screenings
- Improving the provision of care
- Resource development
- Monitoring – Information technology



**Key values and principles**

- 1. Equity**
- 2. Intersectoriality**
- 3. Participation**





# Partners in health promotion II.

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**Government offices**

**Primary health care  
and nursing system**

**Universities and  
Academies**

**Local governments**

**NGO's**

**Media**

**Private sector**



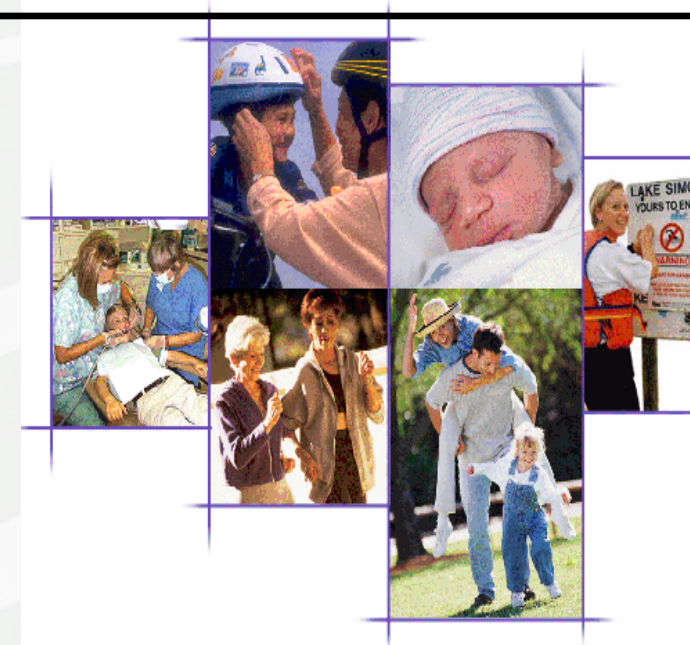


## Key functions

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](http://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!**

**National Institute for Health Development**

**H-1096 Budapest, Nagyvárad tér 2.**

**[www.oefi.hu](http://www.oefi.hu) • [@oefi.antsz.hu](mailto:@oefi.antsz.hu)**

**Phone: (1) 428-272**

