

The Healthy Communities Cardona 2020 Project: engagement of Cardona's population

Authors:

Gómez-Pardo, E¹. Vilanova-Vilà, M². Carral-Bielsa, V¹. Sánchez Y¹.

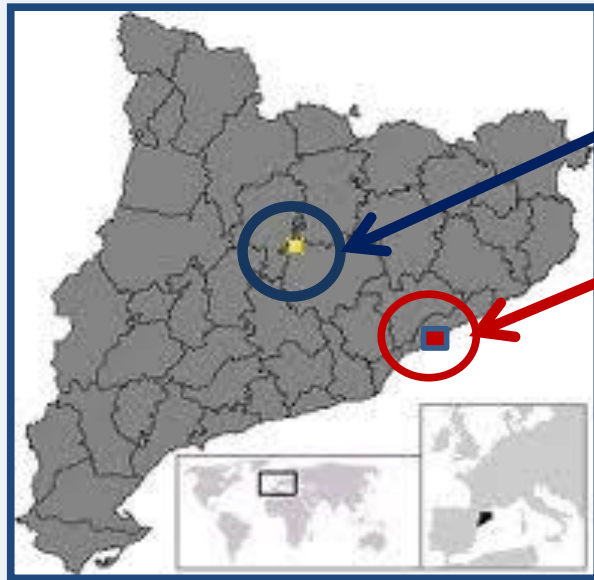
Haro-Muñoz D¹. Fuster V^{1, 3}.

¹ Fundació SHE.

² Department of Nursing. Universitat de Girona.

³ Icahn School of Medicine at Mount Sinai. New York.





Cardona



CAR
-DONA
INTE
L GRAL

Cardona Integral is a multidisciplinary initiative to create a local model for health and well-being in communities worldwide.



OVERALL OBJECTIVE



Toward a new concept of Healthy Community: a multidisciplinary ***scientific project*** and transferrable action promoting health and well-being in communities worldwide

SCIENTIFIC PROJECT VISION:

Turn Cardona into a city where individuals, families, and communities can increase their health and welfare potential, and where working towards cardiovascular health is **everyone's business**

SCIENTIFIC PROJECT

HYPOTHESIS

4 ACTION PACKAGES

CAR
-DONA
INTE
L GRAL



HEALTH PROGRAMS + ACTIVITIES

1. SI! Program
2. Fifty-Fifty Program
3. Fifty-Plus Program
4. Physical Activity promotion Program: Skating & Futbolnet
5. Community Intercultural Intervention Program
6. Health Promoters
7. *Health & Fitness Loop Coaches*



EDUCATIONAL EVENTS + ACTIVITIES

1. Conferences
2. Health Market
3. Heart Session



URBANISM + ENVIRONMENT

1. Fitness Loops
2. Active Living Field
3. River Clean-up
4. Schools track



ECONOMIC DEVELOPMENT

1. Convention Center
2. Tourism
3. Culture
4. Marketing + Communications

*OUTCOMES: Increase of physical activity, lifestyle and health Indices
Improve of happiness index and wellness*

EVALUATION

Scientific project: HYPOTHESIS



Hypothesis: *the comprehensive intervention will translate into favorable change in physical activity, lifestyle and health indices.*

*In addition, we **hypothesize** that people of Cardona will report improved happiness index and wellness*

SCIENTIFIC PROJECT

HYPOTHESIS

4 ACTION PACKAGES

CAR
-DONA
INTE
L GRAL



HEALTH PROGRAMS + ACTIVITIES

1. SI! Program
2. **Fifty-Fifty Program**
3. Fifty-Plus Program
4. Physical Activity promotion Program: Skating & Futbolnet
5. Community Intercultural Intervention Program
6. **Health Promoters**
7. **Health & Fitness Loop Coaches**



EDUCATIONAL EVENTS + ACTIVITIES

1. Conferences
2. Health Market
3. Heart Session



URBANISM + ENVIRONMENT

1. **Fitness Loops**
2. Active Living Field
3. River Clean-up
4. Schools track



ECONOMIC DEVELOPMENT

1. Convention Center
2. Tourism
3. Culture
4. Marketing + Communications

OUTCOMES: Increase of physical activity, lifestyle and health Indices

EVALUATION

Background

Pilot scheme in Cardona and in 7 Spanish municipalities being demonstrated that the peer-group favors the change of habits related to the cardiovascular health.

Aim

Self-control of the principal factors of risk of cardiovascular

Intervention

The intervention develops across formative workshops and motivational, followed by 12 dynamics of group.

Impact

- Increase of the practice of physical activity.
- Increase of the consumption of fruits and vegetables.
- Reduction of the consumption of tobacco.
- Self-control of factors of risk

Fifty-Fifty Program:

Peer support to reduce cardiovascular risk in adults



“If adults are trained in peer groups and provided with the knowledge, skills and attitudes a healthy lifestyle requires, their cardiovascular health habits and their own self-control of the risk factors will improve.”



SCIENTIFIC PROJECT ACTION PACKAGE 1:
HEALTH PROGRAMS+ACTIVITIES

CAR
-DONA
INTE
L GRAL

Health promoters
Community engagement



The duties of a health promoter are:

- *To offer support and to promote social actions that have a positive impact in people's health*
- *To help people to be aware of their health*
- *To promote the "health literacy" of this community, by promoting the aptitude to obtain, process and communicate basic information about health*
- *To be a part of SHE Foundation's team to work together in the promotion of health*



SCIENTIFIC PROJECT ACTION PACKAGE 1:
HEALTH PROGRAMS+ACTIVITIES

CAR
-DONA
INTE
L GRAL

**Health promoters: Community
engagement**

We value.....

- *Balance of men and women*
- *Different ages*
- *Basic training*
- *Collaboration with Cardona's associations*
- *Residency in Cardona*
- *Experience in community, educational and health projects*





SCIENTIFIC PROJECT ACTION PACKAGE 1:
HEALTH PROGRAMS+ACTIVITIES

CAR
-DONA
INTE
L GRAL

Health promoters
Community engagement

Intervention

24-hour formation on the skills and knowledge that will allow them to help citizens in the acquisition of healthy habits, promoting their communication skills and offering them tools for asking, actively listening and reinforcing



SCIENTIFIC PROJECT ACTION PACKAGE 1:
HEALTH PROGRAMS+ACTIVITIES

Health promoters: Community engagement

CAR
-DONA
INTE
GRAL

Topics

1. Cardona healthy city: project
2. The health promotion
3. Healthy eating: introduction
4. Healthy eating: practice exercises
5. Managing addictions and health promotion : tobacco, alcohol and other drugs
6. Physical activity
7. The health in different stages of the life
8. Behavioral change
9. Communication and behavioral change
10. Group management





SCIENTIFIC PROJECT ACTION PACKAGE 1:
HEALTH PROGRAMS+ACTIVITIES

CAR
-DONA
INTE
GRAL

Health & Fitness Loop Coaches
Community engagement

Aim

To qualify citizens for the promotion and correct use of the healthy routes network and urban parks, improving the well-being and encouraging active life.



“Health & Fitness Loop coaches will serve as important role models for active and healthy living, attracting others to participate in the different activities and promoting the use of healthy routes and urban parks ”



Health & Fitness Loop Coaches **Community engagement**

We value.....

- *All individuals who want to manage groups in order to encourage the use of both the health parks and the healthy routes*
- *Professionals from sectors such as health, sports or sociocultural activities, as well as member of different associations of Cardona*



SCIENTIFIC PROJECT ACTION PACKAGE 1:
HEALTH PROGRAMS+ACTIVITIES

CAR
-DONA
INTE
L GRAL

Health & Fitness Loop Coaches
Community engagement

Topics

1. Promotion of healthy life in Cardona
2. Physical activity and exercise
3. Health parks in Cardona (2 parks)
4. Healthy routes in Cardona
5. Encouraging their use
6. Additional training
7. Physical activity for older individuals (over 50)

SCIENTIFIC PROJECT: EVALUATION

CAR
-DONA
INTE
L GRAL

**BASELINE CARDIOVASCULAR
HABITS AND RISK FACTORS**



