



Participatory strategy process and policy uptake for “Future Health Promotion”



Together with the Competence Centre for Future Health Promotion (Kompetenzzentrum Zukunft Gesundheitsförderung) at the Austrian National Public Health Institute (Gesundheit Österreich GmbH), the Federal Ministry of Social Affairs, Health, Care and Consumer Protection (Bundesministerium für Soziales, Gesundheit, Pflege und Konsumentenschutz) organized a broad-based participatory process as part of the Agenda for Health Promotion. Members of the public, including vulnerable groups, experts, stakeholders and decision makers developed a roadmap for **more quality of life, healthy life years and equity for everyone living in Austria.**

Ten bundles of measures for a health-promoting future in Austria

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ROADMAP
„Future Health Promotion“

A social society and ecological economic activity

Promote socially and ecologically compatible economic activity in the interests of equity.

Climate-resilient living and social spaces promoting physical activity

Encourage physical activity and living together respectfully and supportively in climate-resilient and environmentally friendly living spaces.

Psychosocial well-being

Promote psychosocial health, remove taboos around psychological stress and encourage respectful cooperation.

A sustainable food system

Create a healthy, fair and sustainable food system, especially in institutional catering.

Population participation

Strengthen the participation and active involvement of the general public as a key to more health.

Health and social services

Reorient health and social services, including care, leading to more health promotion and comprehensive prevention.

At work

Promote integrated workplace health management and provide support, particularly to small and micro businesses, to ensure a health-promoting work environment.

Growing up

Design educational spaces and other facilities for children, young people and educators which promote health.

Resources for health promotion

Boost financial and human resources, strengthen structures for and knowledge of health promotion and improve cooperation.

Health literacy and information resources

Produce low-threshold and targeted audience-specific health information resources and make them available (online).

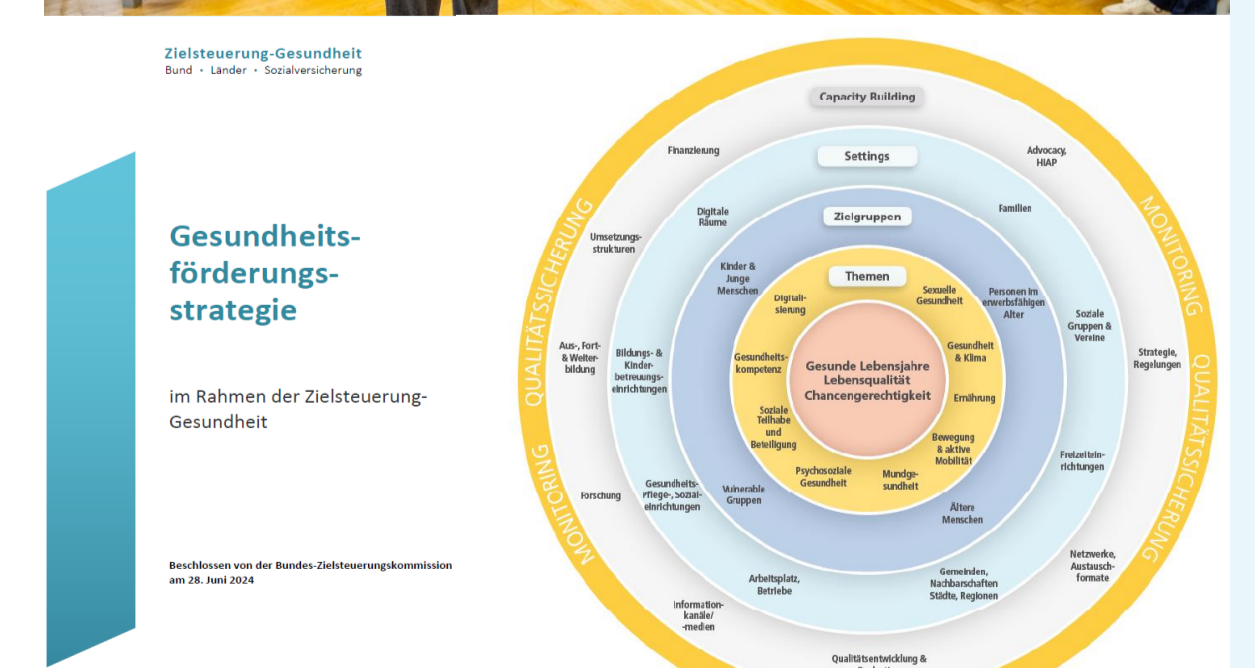
The roadmap “Future Health Promotion” is committed to the idea of a well-being society in which everybody’s welfare and health as well as environmental and climate protection are at the heart of our joint efforts. It shows us one way to a health-promoting future for Austria.

The ten bundles of measures pick up on the reorientation of society prompted by the WHO in its Geneva Charter for Well-being in the sense of a fair distribution of wealth, health and well-being which takes account of the limits of (natural) resources in our environment. Of special note are the guiding principles of health equity running through the entire process and the goal of empowerment.

Follow-up and Policy Impact and Uptake

All citizens involved in the citizens’ assemblies were invited by the Minister of Health Johannes Rauch to a **follow-up event at the Ministry of Health** one year after the participatory process, in March 2024. Selected projects and strategies were presented which contribute to the implementation of the recommendations developed by the citizens:

The longterm strategy and activities of the “**Austrian Health Promotion Fund**” and of the “**Agenda Health Promotion**” as well as the “**Austrian Health Promotion Strategy**”. The objective of these strategies is to facilitate the implementation of the 'Future of Health Promotion' roadmap, thereby promoting the strategic and policy uptake of the participatory results.



Reference: Rohrauer-Näf, Gerlinde; Vana, Irina; Schlee, Lisa (2024): Networking break: Future health promotion: Participatory approaches to building well-being societies. European Health Forum Gastein, Bad Hofgastein.

Competence Centre for Future Health Promotion (Kompetenzzentrum Zukunft Gesundheitsförderung), part of the Austrian Health Promotion Fund (*Fonds Gesundes Österreich*), a unit at the Austrian National Public Health Institute (*Gesundheit Österreich GmbH*), on behalf of the Federal Ministry of Social Affairs, Health, Care and Consumer Protection (*Bundesministerium für Soziales, Gesundheit, Pflege und Konsumentenschutz*) as part of the Agenda for Health Promotion.