

PROJECT

"THIS IS PUBLIC HEALTH" IN ITALY

Health in all policies: from advocacy to action

PRIMARY CONTACT

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SCHOOLS INVOLVED

- School of Hygiene and Preventive Medicine Università Vita-Salute San Raffaele, Milan * (Director: Prof. A. Odone)
- School of Hygiene and Preventive Medicine Università di Pavia* (Director: Prof. G. Pelissero)
- School of Hygiene and Preventive Medicine Università di Parma* (Director: Prof. C. Pasquarella)
- International Academy for Design and Health, Politecnico di Milano* (Director: Prof. S. Capolongo)



* Affiliated ASPHER through agreement with SItI (Board of Directors)

ADMINISTRATIVE AREA

Accademia Lombarda di Sanità Pubblica
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INTRODUCTION

In many European countries, there is a low perception on what Public Health is and which are the prevention activities^{1,2}, particularly for initiatives in non-health sectors. These sectors, nevertheless, have positive impacts on the physical and mental health well-being of the population³. Initiatives such as controls on food and drinks^{4,5}, veterinary controls, environmental rules and measurements, transport policies and plans⁶, energy policies⁷, city planning and health care design⁸ are not particularly perceived as interventions to protect individual health⁹. Taking all these elements into consideration, when creating policies in individual member states, is part of the concept of HEALTH in ALL POLICIES (HiAP)¹⁰, promoted by the EU and included in the WHO Sustainable Development Goals (SDGs). Even Italy - a country with a National Health Service (NHS), lags behind in enacting the HiAP. And is not an exception to the logic of "silos" policies, which are very often uncoordinated, thus, having little impact on the health of the population. Therefore, we would like to propose a project that is targeted at carrying out Public Health awareness actions to highlight these area and their high importance for the development of effective Public Health Policies in Italy.



PROPOSED PROJECT REALISATION

This project would be piloted and realised in the Lombardy Region (10 million inhabitants, the largest in Italy with a long tradition in Public Health). It will last over a 6-months period, through the following activities:

“Organizing a congress/meeting/press conference as an awareness campaign targeted at informing the population on Public Health, highlighting the more common activities and the non-health sector initiatives and their importance for the development of effective Public Health Policies in Italy”.

With emphasis on why it is also PUBLIC HEALTH therefore fulfilling the purpose of the “This is Public Health (TIPH)” Campaign, which is to communicate the importance of Public Health, enhance the visibility of Public Health, highlight opportunities for careers in Public Health and reinforce the current Public Health workforce in Europe.

Additional actions, complementing main activities:

1. Identify the legislative acts of the Lombardy Region and/or the Metropolitan City of Milan (2mln ab, where the 2026 Winter Olympics Games will take place)¹ that directly or indirectly represent actions to protect public health;
2. Interviewing citizens (patients) in the Region to measure their understanding and perceptions of Public Health, specifically about initiatives mentioned

¹ https://www.repubblica.it/sport/vari/2019/06/24/news/olimpiadi_2026_milano_cortina_cio-229544388/

- above, their rating on their importance for the development of effective Public Health Policies (make a quick survey they can fill, when interviewed).
- Afterwards briefly informing them about Public Health, the positive impacts of non-health sector initiatives on their physical and mental health well-being.
 - Provide them with educational materials (in Italian).
 - And finally inviting them to the main activity.
3. Advertisements in newspapers/magazines with a wide regional (and national) dissemination to promote main activity, supporting it with press releases, Twitter and Facebook accounts.
 4. Consider other promotional activities: videos in Italian talking about these initiatives and why they are important for Public Health to inform the public and inviting it to Main activity to support the campaign.
 5. Identify other stakeholders with Public Health interests and invite them to main activity, give support and dissemination of the campaign (TIPH logo).
 6. A day event to educate and clearly depict to participants how these initiatives impact health, get speakers and organise a fun activity to end the campaign.
 7. Measure the understanding and perception of citizens (patients) after the main activity on Public Health, these initiatives and how they rate their importance for the development of effective Public Health Policies in Italy (make a quick survey they can fill).

Present the results of the rating on the importance for the development of effective public health policies in Italy. In all the initiatives the TIPH logo will be used and disseminated. Since the current Italian translation does not seem to be sufficiently effective (QUESTA È SANITÀ PUBBLICA), the group of proposers will evaluate a different translation or format.

PROJECT IMPLEMENTATION

According to the objectives of the project, the various activities will be carried out by four Public Health Schools or Programs, with the coordination of the Lombardy Academy of Public Health (LAPH). LAPH is a non-profit association for the development of the discipline and culture in the population. The scientific committee is composed of five senior investigators. The operational phases will be carried out by residents and PhD students. And this involvement should increase their level of interest to pursue public health education/training to reinforce the current public health workforce. A post-doc collaborator with a Public Health background will also be selected and entrusted with the operational coordination of the research. The administrative part will be coordinated by the Lombardy Academy of Public Health. The executive part will take place at the School of Public Health Università Vita-Salute San Raffaele of Milan (Internal co-ordinator: Dr Deanna Rossi).

Participating Schools:

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Scientific Committee:

C. Signorelli, PI - A. Odone, G. Pelissero, C. Pasquarella, S. Capolongo

All the members are Professor of Hygiene & Public Health among their Universities

POTENTIAL IMPACT, FEASIBILITY OF EXECUTION AND CONTINUATION AFTER THE INITIAL CAMPAIGN

According to the planned initiatives, the proposing research team believes this project will realise a high potential impact in the administrative areas (Lombardy Region and Municipality of Milan) and amongst civil society. In particular, the identification of administrative actions related to health represents a key component of the health in all policies strategy and the increasing law in public health (as already developed in the ASPHER working group in law and public health). The four Schools, through their structures, have conducted in the past investigations on Public Health issues with particular reference to environmental hygiene initiatives, prevention of chronic diseases, promoting healthy life styles, environmental health.

The members of the scientific committee are of high scientific profile (h-index > 18) with background in Medicine & Public Health. One of them (Prof. S. Capolongo) is an Architect with background in Public Health and is currently the President of the Urban Health Section of EUPHA, he would advise on all activities targeted towards environmental health. Feedback and outcomes from the TIPH campaign will be used to inform the planning and implementation of other advocacy activities in the future

The involvement of the residents in PH will take place as part of their training at the respective schools. The main investigators will carry out their activities for free as part of their activities at their home universities

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