



# Healthy Regions in Schleswig-Holstein Germany

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# How to bring „Health“ on the political agenda!

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## Landesvereinigung für Gesundheitsförderung e.V. in Schleswig-Holstein

- registered charitable organization



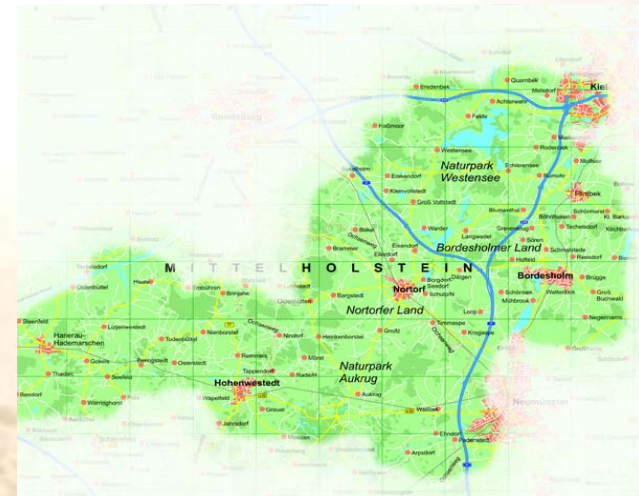
## Heinrich-Böll-Stiftung Schleswig-Holstein

- Foundation for political education

## An overview about the region

- The AktivRegion Mittelholstein is an area in the middle of the federal state of Schleswig-Holstein. Which is the northernmost federal state of Germany.
- one of 21 AktivRegions in Schleswig-Holstein.
- 100 000 inhabitants with 8 local authorities (Ämter) including 78 smaller communes and 2 big communes

AktivRegion  
Mittelholstein



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## The policy of the AktivRegion Mittelholstein

- is a process in work,
- made by an association called **LAG** with members from the local administration (50%) and members from social and economic partners
- An executive board has the responsibility for the whole strategy work.
- The management and coordination of the projects is the responsibility of the office for regional management *pmd*.
- The general objective is to strengthen the rural development through implementation of projects developed from inside the region. The projects are financed partly by the EU and partly by the communes of the AktivRegion or private investments. The final financial responsibility for the public investments is a decision of each commune, working together in a local authority.

## Our activities in the AktivRegion Mittelholstein

- „health“ gets an additional focus in the IES (integrated development strategy) of the AktivRegion from the beginning
- Conference for kindergarten teachers in the region
- The work with the spider web
- Presentation of the project for different target groups and in different conferences
- Communication with the stakeholders of the administration level
- Pilot projects for kindergarten and school
- Development of the health strategy „Bildungsräume gestalten – Gesundheit leben“ (to configure learning settings – to live healthiness)
- Communication about planning and financing the strategy with the ministry of agriculture, environment and rural areas

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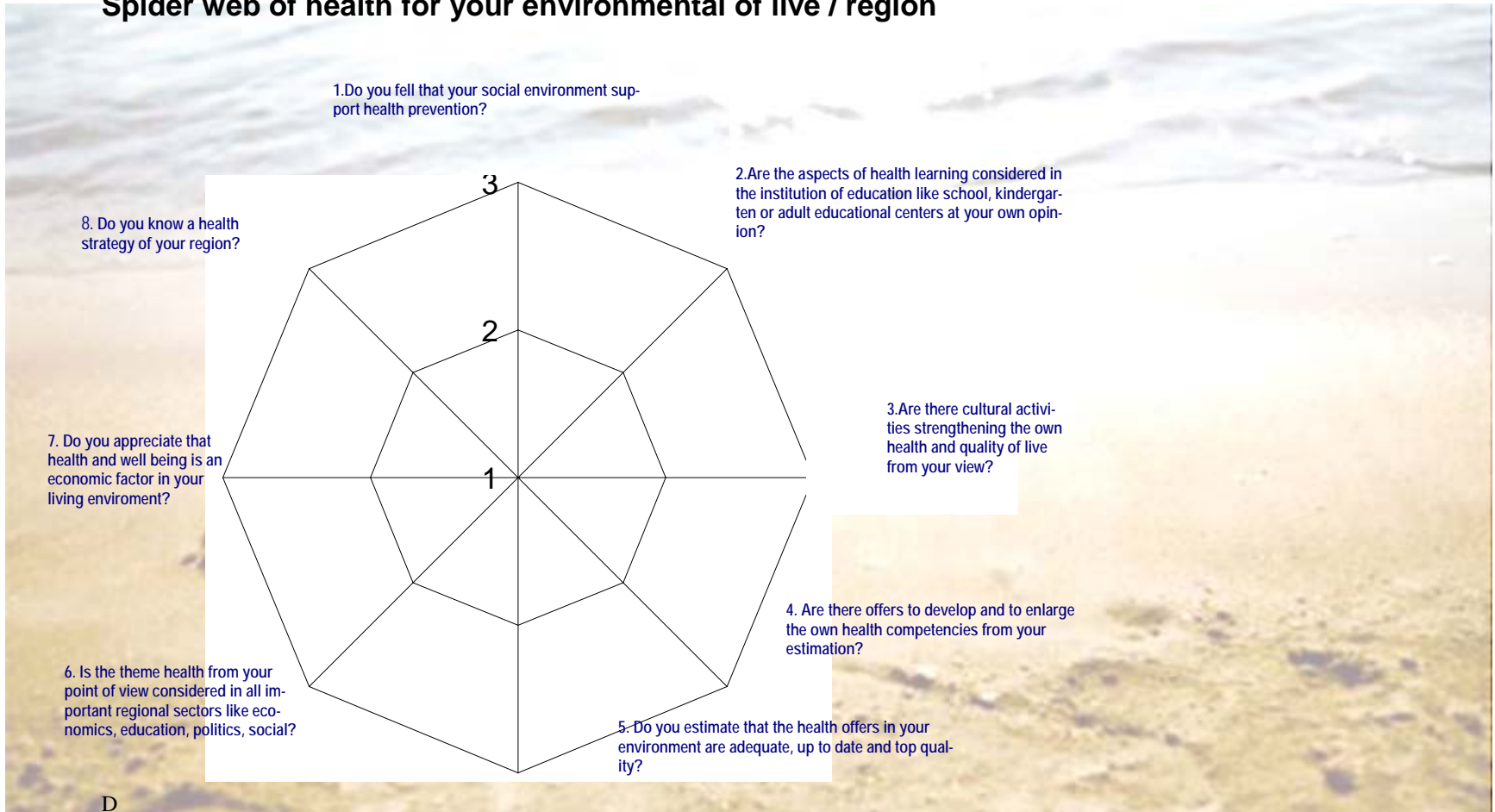
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# Appraisalment of health in the region

- We have used the dialogue tool in form of the spider web. Its an eye-opener and often it is more than that. The first important effect is to publish a health definition on the base of a broad and integrated understanding. Often this information is also the step of a new awareness for health and wellbeing.
- First you can see the draft of the spider web we used. It's a reduced version made for the German situation. We have abstract the idea of the spider web into one question for each aspect.

## Spider web of health for your environmental of live / region



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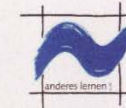
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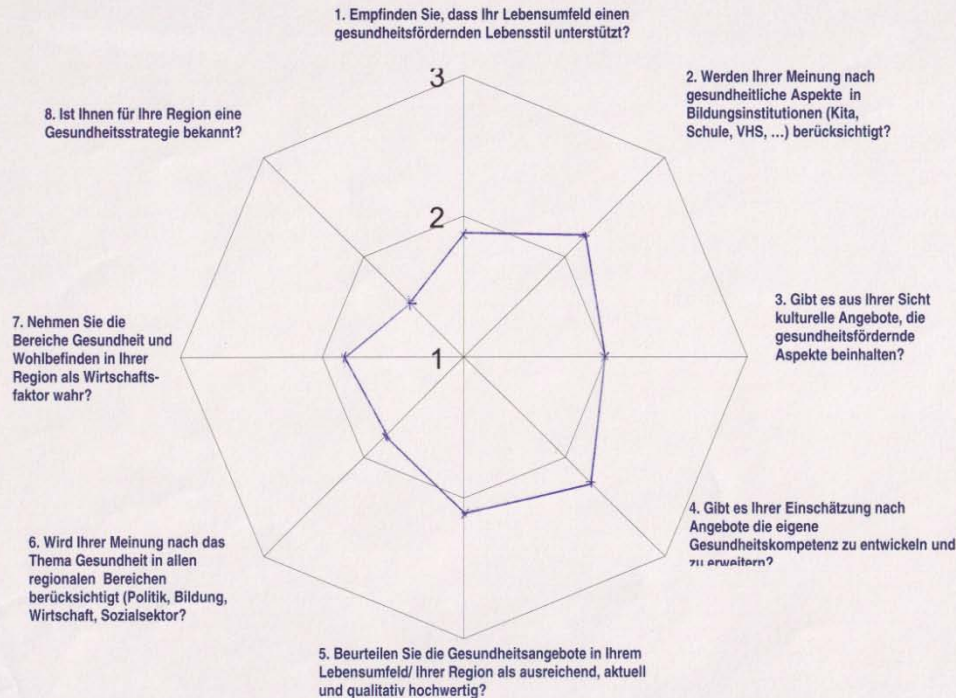
## We worked with different target groups:

- Manager and leader from administration and organisation of the AktivRegion of Mittelholstein
- Teacher from kindergarten
- Senior citizen from the commune Flintbek
- Staff Meeting commune Molfsee



Bildungswerk anderes lernen e.V.  
Heinrich-Böll-Stiftung Schleswig-Holstein gGmbH

## Gesundheitsspinnennetz Ihres Lebensumfeldes / Ihrer Region



Bitte beantworten Sie jede Frage nach Ihrer subjektiven Einschätzung auf einer Skala von 1 bis 3 mit allen Zwischenstufen (1.25; 1.5; 1.75;...):

**Niveau 1: kaum**

**Niveau 2: in Teilen**

**Niveau 3: sehr**

Markieren Sie hierfür die entsprechenden Punkte auf der dazugehörigen Linie.

Am Ende werden alle Punkte miteinander verbunden und es entsteht eine neue „Spinnwebe“.

Bitte geben Sie an, aus welchem Teil der Region Sie stammen:

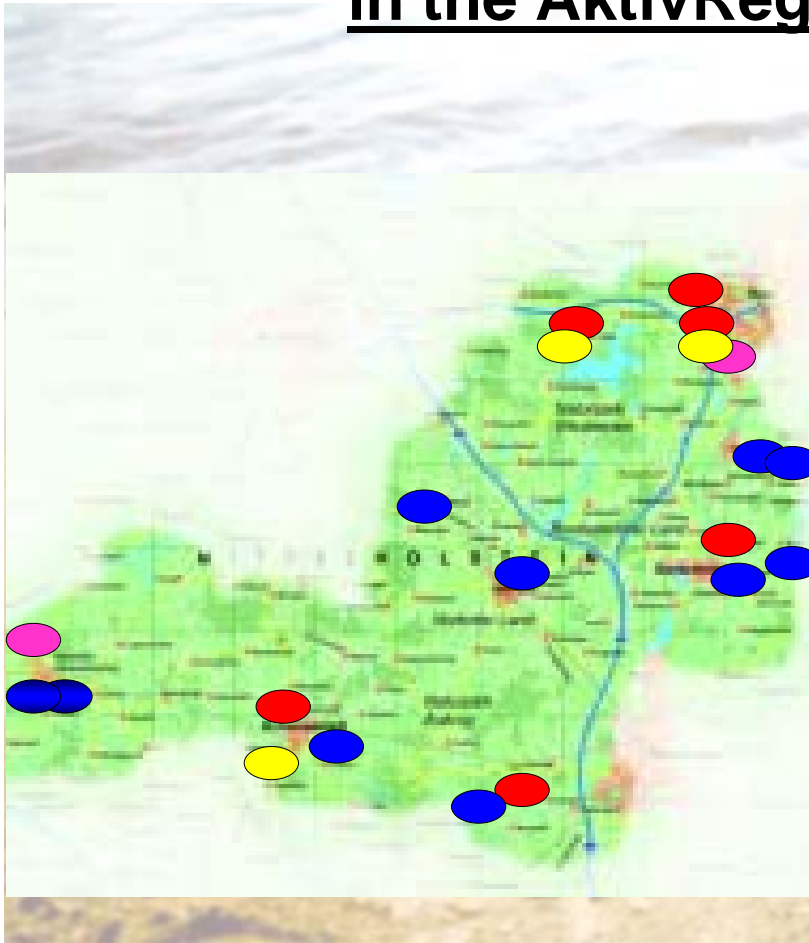
- Amt Achterwehr
- Amt Aukrug
- Amt Bordesholm
- Amt Flintbek
- Amt Hanerau-Hademarschen
- Amt Hohenweststedt-Land
- Amt Molfsee
- Amt Nortorfer Land
- Gemeinde Hohenweststedt
- Gemeinde Kronshagen





*Amtsleiter 29.10.08 n=11*

**The results strengthen the idea that the regions needs a health strategy to be fit for the future and the coming challenges:**

- to support a healthy lifestyle for the inhabitants and
- to be attractive for young people and families - against the demographic change

## Implemented pilot projects in the AktivRegion Mittelholstein



-  „Lebenslust – Leibeslust/  
Pleasure of Life – pleasure of body“
-  „Rück(g)rat/ Back bone – back advise“
-  Audit „Healthy school/ healthy kindergarten“
-  „Moving family“ – a special offer connected to  
„Back bone – back advice“

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# The projects in detail



The project „Pleasure of life/ pleasure of body“ covers nutritional education and prevention of eating disorders in kindergarten and school together with the children, kindergarten teachers/ teachers and parents.  
4 kindergartens and 2 schools have been offering this program.



Backbone/ back advise (Rück(g)rat) is a project which has been initiated by the LVGF to prevent muscular and skeleton system diseases through sensitisation for the behaviour of exercise in the setting kindergarten and school, reaching the children, teachers and parents.  
8 kindergartens and 2 schools have been offering this program and 3 kindergartens are offering “Moving family” in addition.



The audit is a method to (self-)evaluate und certify kindergartens and schools as healthy institutions involving the children, parents and employees of the institutions.  
2 schools have been certified as “healthy schools” in the AktivRegion Mittelholstein.

## Partners

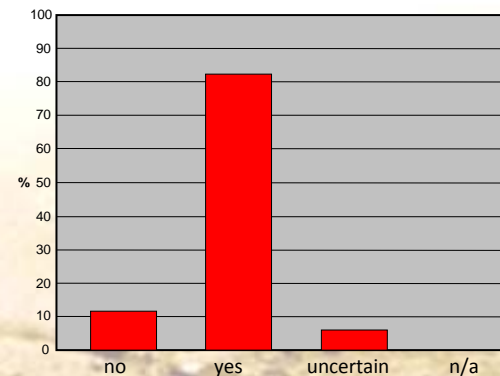
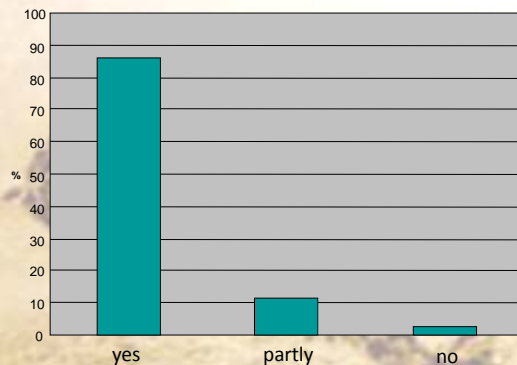
Organisation for health Sachsen-Anhalt e.V., Ministry for social and health Affairs, health insurances in Schleswig-Holstein and executing experts which were upgraded by the LVGF before participating the program.

All together, the pilot projects have reached 4336 persons:  
1665 children, 2498 parents and 173 kindergarten teachers and teachers

# Results from the evaluation

Did the physical strains of the workplace kindergarten become more aware to you after participating the project?

Did the eating habits of the children change after the project ?



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## The result for the further regional development:

# “To configure learning settings – to live healthiness” A strategy for a healthy region Mittelholstein

- to support healthy settings in kindergarten and schools
- to support the skills from experts of the region for the regional institutions
- Setting up a network between the experts and the kindergarten and schools


## Recommendations

**“Communication with and integration of the partners in every phase of the process” could be our main recommendation.**

- **Communication as an informing exploration with single persons, groups, experts from inside and outside is a good way to get more knowledge:**
  - **about the structures: way's of information, way's of decision, frame of administration, financial issues**
  - **about the institutions: kindergarten, school**
  - **about the persons: stakeholders, opinion leaders, project persons**
- **Communication brings the idea into being: first threads for a network and first estimation of the attitude towards the new development**
- **A good communication at the same time is also Integration! Integration means to work with different kind of meanings, different kind of frameworks, different objectives.**
- **To work with the “Healthy regions” concept has really to be a bottom up and top down strategy.**
- **Communication has to show and to strengthen the benefit for the region**
- **At the end you have to call insisently for a decision to go further!**

# Feed back from a member of the regional executive board (LAG)

- The implementation of Healthy Regions is an important step to grow together and develop the own regional identity
- Our Vision is: Growing up healthy in the region is connected and accompanied by the potential from the region – nature, agriculture and experts



Thanks to all European partners  
for new views and ideas and  
thank you for your kindly attention!