

HEALTH LITERACY AS AN AUSTRIAN HEALTH TARGET

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Health Targets for Austria

- » **Overall target:** improve the health of all people living in Austria, regardless of education level, income, gender, age or situation in life.
- » Increase the number of **Healthy Life Years** by 2 years
- » Targets focus on **determinants of health**
- » **whole government approach** – all relevant political and societal areas actively involved:

federal and provincial authorities, social security funds, social partners, health care professionals, health experts, health and welfare institutions, patient representatives, representatives of children, young people and senior citizens, Austrian member of the European Poverty Network

Health Targets for Austria – the process

Important steps:

- » national health conference
- » invitation to contribute views online:
 - » Health for all in Austria:
what do we need to get there?
 - » In your opinion,
what is the most important
health goal?
–> 4.300 answers
- » plenary of 35

Suche GO

RAHMEN-GESUNDHEITSZIELE

FÜR ÖSTERREICH

INFORMATION IDEEN SAMMLUNG ARBEIT IM PLENUM ONLINE KONSULTATION ERGEBNISSE

Gesundheit für alle

Die Initiative "Rahmen-Gesundheitsziele" hat sich zur Aufgabe gemacht, die Entwicklung österreichischer Gesundheitsziele voran zu treiben. "Wir dürfen nicht nur auf Krankheit reagieren, wir müssen verstärkt auch in Richtung Gesundheit agieren", kündigt Initiator, Bundesminister für Gesundheit, Alois Stöger, an. "Dabei ist mir die Mitsprache möglichst aller gesellschaftlichen Bereiche wichtig."

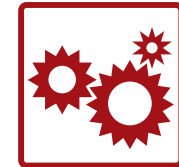
[weitere Informationen](#)

Alois Stöger, Bundesminister für Gesundheit

"Ziel unserer gemeinsamen Arbeit für das Gesundheitssystem ist es, 'Gesundheit für alle' zu ermöglichen. Dafür ist es nötig, alle gesellschaftlichen Bereiche einzubeziehen. Deshalb habe ich diese Web-Plattform ins Leben gerufen. Gerne lade ich Sie ein: Tun Sie Ihre Meinung kund."

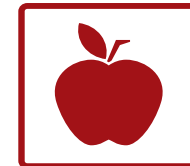
Health Targets for Austria

1. To provide health-promoting living and working conditions for all population groups through cooperation of all societal and political areas
2. To promote fair and equal opportunities in health, irrespective of gender, socio-economic group, ethnic origin and age
3. To enhance **health literacy** in the population
4. To secure sustainable natural resources such as air, water and soil and healthy environments for future generations
5. To strengthen social cohesion as a health enhancer



Health Targets for Austria

6. To ensure conditions under which children and young people can grow up as healthy as possible
7. To provide access to a healthy diet with food of good quality for all
8. To promote healthy, safe exercise and activity in everyday life through appropriate environments
9. To promote psychosocial health in all population groups
10. To secure sustainable and efficient health care services of high quality for all





Target 3: To enhance health literacy in the population

“Health literacy is a central pillar for the promotion of health and equity among the population. It helps people make appropriate decisions for themselves in everyday life that promote their health.

This requires enhancing personal competencies and accountability in all population groups, and particularly in disadvantaged groups, facilitating access to objective, easily-comprehensible information of assured quality and increasing awareness of health promotion issues.

Patients and users of the health care system should play an important role as stakeholders, which also enhances patients' self-efficacy. It should be easy for people to find their way through the health care, educational and welfare systems and to play an active role as committed partners in the system.”

Target „to enhance health literacy“ – next steps

- » Finding indicators to the targets
- » Defining more specific targets
- » Create a monitoring and evaluation system
- » Defining an implementation plan

Status quo: constitution of a working group for the target
“health literacy”

Thank you
for your attention!