

**EUROPARC NORDIC-BALTIC
ATLANTIC ISLES SECTIONS**

SEMINAR
How to integrate nature into human well-being

December 3-4, 2014
Haapsalu, Lääne county, Estonia

Giacomo Benelli, Consultant EU projects
"How to boost and implement the Healthy Parks
Healthy People Initiative in Southern Europe"

Healthy Parks Healthy People : almost 5 years of experience



The image shows a screenshot of the Regional Parks Foundation website on the left, which includes a navigation menu (Home, Events, Make a Donation) and sections for 'About Us', 'Mission Statement', and 'Healthy Parks Healthy People Initiative'. On the right is a brochure titled 'PARK PRESCRIPTIONS: Profiles and Resources for Good Health from the Great Outdoors', featuring a hand holding a prescription slip with a landscape photo and the text 'MEDICAL CENTER' and 'INSTITUTE AT THE GOLDEN GATE'.

EUROPARC Case Studies 

- * Latvia: Kemer National Park
- * Finland: Oulu Region
- * Finland: Kevo Strict Nature Reserve, Repovesi, Patvinsuo, and Kurjenrahka National Parks
- * France: Espaces Naturels Régionaux, Nord Pas de Calais
- * Spain: Parque Natural Fuentes Carrionas y Fuente Cobre- Montaña Palentina, Castilla y León
- * Spain: Extremadura South West Spain & Alentejo (Portugal)
- * UK: Scottish Natural Heritage
- * UK: Pembrokeshire Coast National Park
- * UK: Dementia Adventure and others

Parco Naturale del San Bartolo 

Pilot Initiative developed within the ECST
Innovative Partnership with **key stakeholders** involved:

- * **Provincial orders of Pharmacists and Doctors**
- * Institute of Natural Medicine
- * Organizers of the event Terra BIO
- * Consortium of companies and producers of Organic (BIO) Products of Urbino



"Culture of Nature & Prevention" through

- "naturopathic" approach
- culture of "health education"
- primary prevention
- healthy lifestyles

Parco Naturale del San Bartolo 

Activities:

- **Kitchen/cooking shows** & organic/BIO cooking classes.
- **check up** of naturopathic type as preventive analysis.
- Activities in relation with the **use of herbs** in the kitchen.
- educational activities for students through **play and story-telling**.
- Music of the nature / **exhibition of artists inspired by nature**.
- **Guided hikes and specialized courses** on herbal medicine / fitotherapy.



The collage includes a photo of a lecture hall with an audience, a photo of a person hiking on a trail, and a photo of a group of people sitting on the ground.

Parco Nazionale
Appennino Tosco Emiliano
"A mountain of health"
a pilot community project in the Apennine
(Provinces of Reggio Emilia and Modena) 

"culture of active life" as a tool for physical and mental wellbeing.

- enhancement of trails and pedestrian/cycling routes.
- Increase public use of private sports facilities.
- activation of "walking groups" open to residents and tourists.

Partnership:

- the **local health system** (Cardiology rehabilitation ward ASMN Reggio Emilia, part of S. Anna Hospital)
- the **10 municipalities** of the district
 - the **National Park**
 - **Sports organisations**
- **Voluntary association** "Il Cuore della Montagna"
- people and institutions of the **Mountain Community**




Parco Nazionale
Appennino Tosco Emiliano
"A mountain of health"
a pilot community project in the Apennine
(Provinces of Reggio Emilia and Modena)

montagne di salute
PROGETTO DI COMUNITÀ

1. Identification, organisation and promotion of the **places** for physical activity.
2. **Guide** showing the benefits and places in which to perform physical activity.
3. **Prescription** by the GP or paediatrician of the "physical activity drug".
4. **Personalised "physical activity programs"**, particularly aimed at those suffering from heart problems, diabetes, high blood pressure.
5. Organisation of **events** in order to involve the population in physical exercise.

Parco Nazionale
Appennino Tosco Emiliano
"A mountain of health"
a pilot community project in the Apennine
(Provinces of Reggio Emilia and Modena)

montagne di salute
PROGETTO DI COMUNITÀ

Results

- * increased **awareness of regular and constant physical activity as an essential means of improving the quality of life.**
- * **Increase in visits to National Park** (local population and tourists).
- * **change in the living habits** of the population.
- * **Reduction of the number of hospital admittances and drugs used** for pathologies linked with physical inactivity.

Parco Nazionale
Appennino Tosco Emiliano
"A mountain of health"
a pilot community project in the Apennine
(Provinces of Reggio Emilia and Modena)

montagne di salute
PROGETTO DI COMUNITÀ

Conclusions

- * influence on the **living habits of the population** and consequently their state of health, **in an economically sustainable manner**, through **integrated actions, which are continuous over time** among institutional operators.
- * innovative organisational model; **integration between the health services, local agencies (municipal authorities and Park), schools, the world of sport, voluntary associations**, improving the "quality of life" of citizens.

Parco Nazionale
Appennino Tosco Emiliano
"A mountain of health"
a pilot community project in the Apennine
(Provinces of Reggio Emilia and Modena)

montagne di salute
PROGETTO DI COMUNITÀ

LOCAL HEALTH SYSTEM

Considering the current economic crisis, the health organisations must think again about a **NEW deal** of public healthcare systems which, through alliances with the institutions and local areas, see the hospital leaving its monolithic care role to promote health throughout the whole area, creating empowerment with the community and spreading health culture at all social levels, also in order to maximise the added value of care within the facilities, in a holistic vision of the person and the local system/community, of which the hospital is a part.

Contribution from EUROPARC Spain

2009

- Europarc Spain Programme of Work 2009-2013

2012

- Project lead by Castilla y Leon region
- European Day of Parks

2013

- Environmental Health Conference, Granada
- Contacts with Spanish Association of Public Health
- European Day of Parks

2014

- Application to a insurance company (DKV) Call
- European Day of Parks
- Workshop on Health and Protected Areas at ESPARC 2014 Conference

Contribution from EUROPARC Spain

Salud y áreas protegidas en España
Identificación de los beneficios de las áreas protegidas sobre la salud y el bienestar social.
Aplicación de casos prácticos en la sociedad.

- **PROJECT** with Castilla y Leon Region, funded by public Foundation, coordinated by Europarc (document and seminars)
- 2 seminars, 3 case studies, document with cases and recommendations, working group

Contribution from EUROPARC Spain

Players

- Protected Area Network of Castilla y León
- Centres of Visitors of Protected Areas of Castilla y León
- Foundation Patrimonio Natural de Castilla y León
- Department of Ecology Autonomous University of Madrid
- Department of Social Psychology and Methodology UAM
- Madrid City Council Public Health Section
- Mountain Sports Club Association Pandetrave
- Scientific Council of the Mountains
- Social Services of Castilla y León
- Federation of Mountaineering and Climbing
- Spanish Health Foundation
- Swimming Club Torrijos
- Etc.



Contribution from EUROPARC Spain

Lessons Learned

- * Importance of partnerships, Win-win approach
- * How to get Health administration involved?
- * Communication: attractive messages to target audience

Contribution from EUROPARC Spain

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Thousands of Protected Areas • Millions of visitors to PA • Thousands of Visitor Centers • Capacity to create alliances (easier with Nature conservation and Social organisations) 	<ul style="list-style-type: none"> • Lack of training among PA professionals • Difficulties for inter-sectorial cooperation (Health administration, medical professionals) • Lack of communication strategy
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Growth of international initiatives • Europarc Federation as network • High percentage of urban population (need to reconnect with Nature for Health reasons) • Positive messages to society 	<ul style="list-style-type: none"> • Low political awareness (on PA) • Difficulties for funding opportunities to support a coherent Programme on Health and Protected Areas

ENVIRONMENT

European Commission

European Commission > Environment > Proposal for a new EU Environment Action Programme to 2020

Home About us Policies Funding Legal compliance

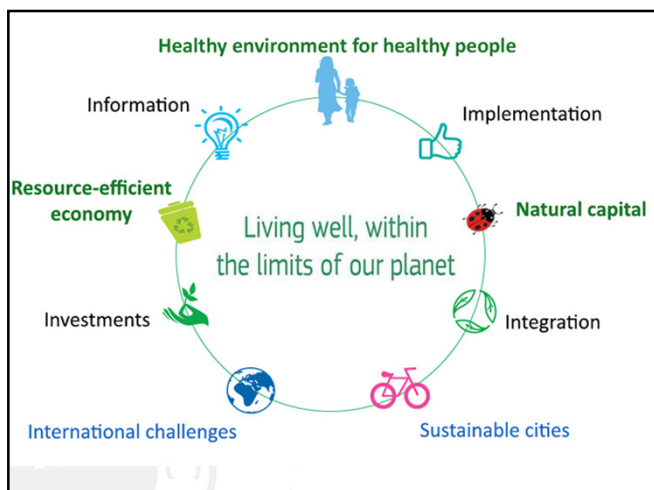
7th Environment Action Programme

Environment Action Programme to 2020



Living well, within the limits of our planet

7th Environment Action Programme



7TH EAP PRIORITY OBJECTIVE 3

Healthy environment for healthy people:

"Taking care of the environment is taking care of ourselves"

- * challenges to human health and wellbeing, such as air and water pollution, excessive noise, and chemicals.
- * In the EAP, all parties agree to:
 - update air quality and noise legislation;
 - improve implementation of legislation relating to drinking and bathing water;
 - tackle hazardous chemicals, including nanomaterials, chemicals that interfere with the endocrine system and chemicals;
- * Four "I"s to help Europe deliver on these goals
 - An "enabling framework" with the next four priority objectives aiming towards: Improved **implementation**, Increased **information**, Secured **investments**, More **integration**.



PARK PRESCRIPTIONS

- * increase the prescription of outdoor physical activity to **prevent (or treat) health problems resulting from inactivity and poor diet.**
- * benefit public lands by **promoting park stewardship and increasing potential funding sources.**



IN PRACTICE

- * **Doctors** prescribing outdoor activity.
- * **Health insurance companies** making commitments to reimburse patients for park visits.
- * **Parks** making it easier for visitors to utilize trails by **increasing trailhead visibility** and establishing **trail ratings.**



Many thanks for your kind attention
 Giacomo Benelli
 Consultant, EU Projects
 benelli dot g @ gmail dot com