

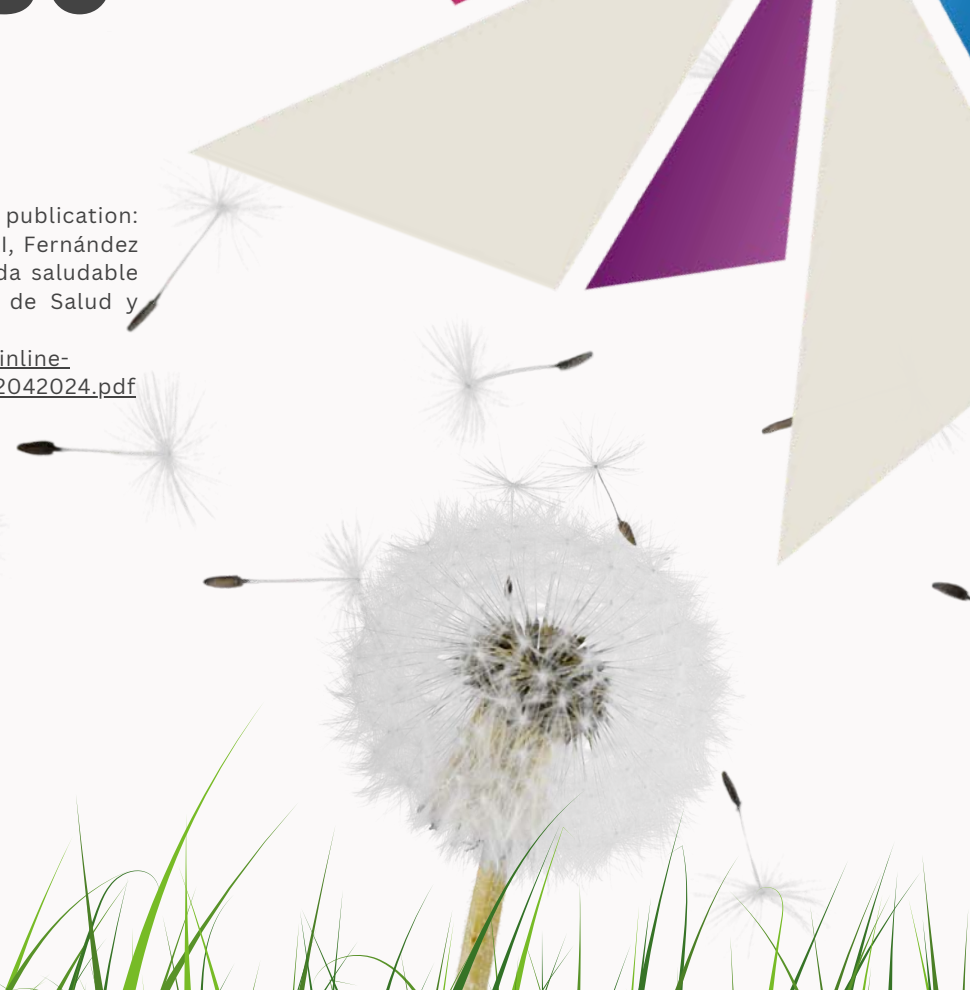
OVERVIEW

THE STRATEGY FOR THE PROMOTION OF HEALTHY LIVING IN ANDALUSIA 2024-2030



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1 PRESENTATION

The Strategy for the Promotion of Healthy Living in Andalusia 2024–2030 is a strategic commitment promoted by the regional government of Andalusia, Spain (Junta de Andalucía) whose main objective is to improve the health and well-being of the population by promoting healthy lifestyle.

It is based on a comprehensive vision of health, understood as the balance between physical, mental and social well-being, and not only as the absence of disease. In addition, it adopts a multisectoral approach, involving not only the health system, but also areas such as education, employment, urban planning or the environment.

The main lines of action focus on six key areas of daily life:



Healthy eating



Physical activity



Healthy sleep



Emotional wellbeing



Responsible sexuality



Positive use of technologies (ICT)

The document emphasises the importance of coordinated action between administrations and civil society, and of reducing health inequalities.



2 INTRODUCTION

The Strategy is framed within global and national public health policies, aligning with:

- *The 2030 Agenda Sustainable Development Goals*
- *WHO strategies on non-communicable diseases*
- *Strategies and national plans for health promotion, healthy eating, physical activity and obesity prevention.*

Part of previous initiatives in Andalusia, such as the plan for the promotion of physical activity and balanced nutrition or the child obesity prevention plan, which are expanding their scope to take a more complete view of lifestyles. A salutogenic approach is adopted, focusing on promoting health and well-being rather than merely preventing disease. It also incorporates the idea that people should play an active role in their healthcare, while acknowledging the influence of lifestyle determinants.



THE STRATEGY FOR THE PROMOTION OF HEALTHY LIVING IN ANDALUSIA



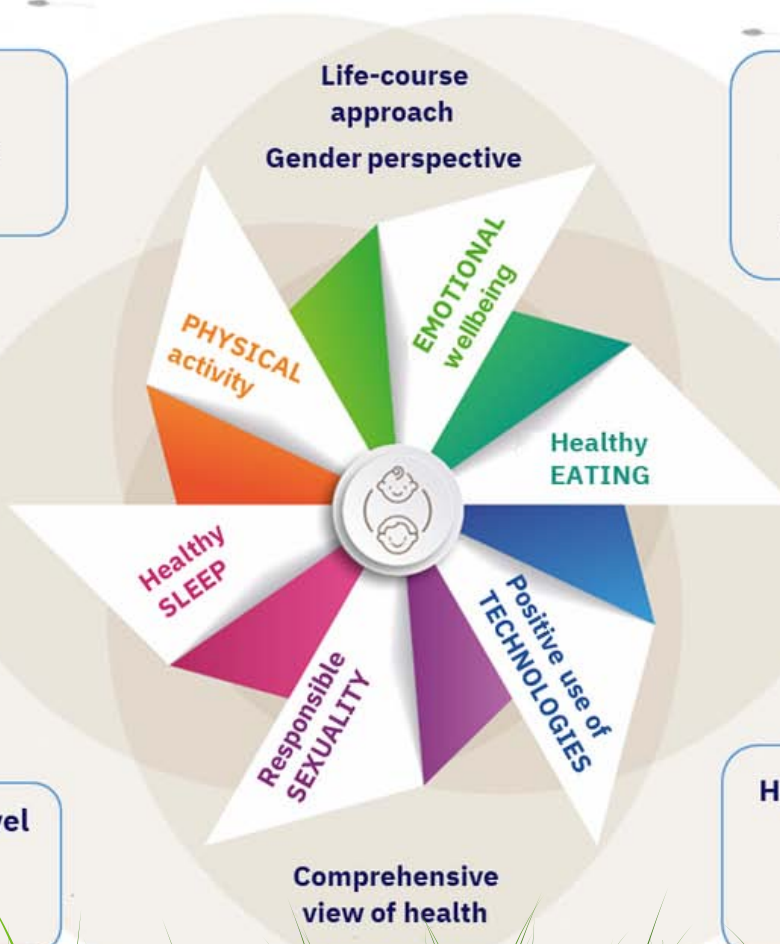
Positive health

Community asset to
gain health

Life-course
approach
Gender perspective

Health equity

Addressing social
determinants and
health inequalities



Health at the local level

Healthy living
environments

Comprehensive
view of health

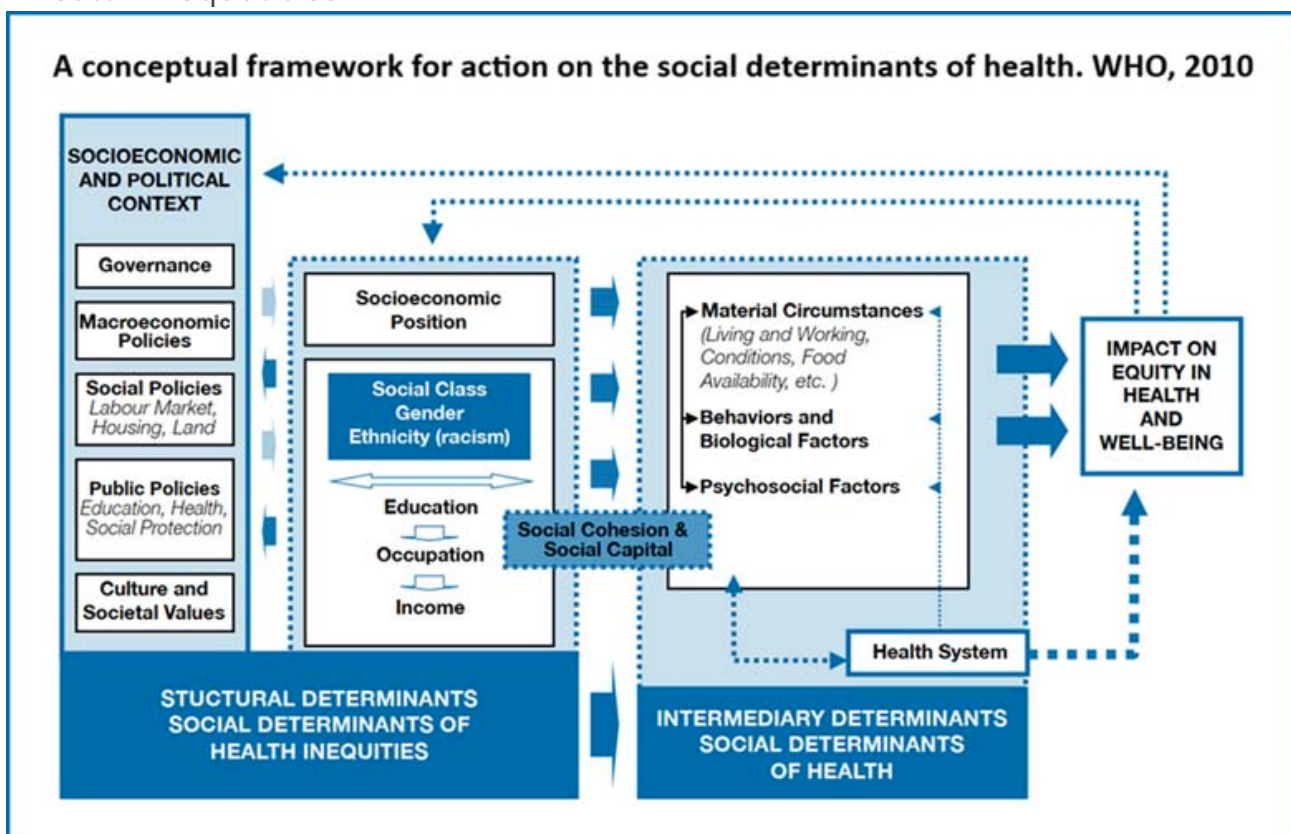
Health in all policies

Cross-sectoral,
participation and
transparency

3 BACKGROUND

The strategy is based on consolidated principles of health promotion, especially:

- A life cycle approach is used to promote health at all ages.
- Health is generated in everyday life (home, school, work).
- Health is influenced by social determinants - the circumstances in which people are born, grow up, live, work and age - which are the main cause of health inequalities.



- Gender-based determinants have a particular impact on lifestyle habits, creating inequalities that persist throughout life.
- The most prevalent chronic diseases (cardiovascular disease, cancer, respiratory disease and diabetes) account for 71% of global deaths and are largely preventable as they are associated with lifestyle habits.
- There are effective, evidence-based programmes and interventions to help people change their lifestyle habits.
- Promoting good health is the responsibility of all policy-makers and public authorities, not just the health system.
- The health of the population is promoted through a co-creation process, with effective community participation being crucial.
- More recently, the 'One Health' approach has been applied to health promotion within a broader framework that integrates human, animal and environmental health.

GOVERNANCE

The Strategy is developed through a governance system that includes:

The coordination between the regional government's various departments and local corporations.

The involvement of professionals from various sectors, particularly health, education and social services.

The involvement of professionals from various sectors, particularly health, education and social services.

It was developed through a broad participatory process to ensure legitimacy and coherence with real needs.

Co-production process



5

MISSION, VISION AND PRINCIPLES



Mission

To promote healthy lifestyle across the population to improve health, to prevent diseases or reduce their impact.



Vision

To build a society where people can achieve their full potential in terms of health and well-being.



Principles

- Universality
- Equity
- Participation
- Transparency
- Positive approach to health
- Cross-sectoral approach

SITUATION ANALYSIS

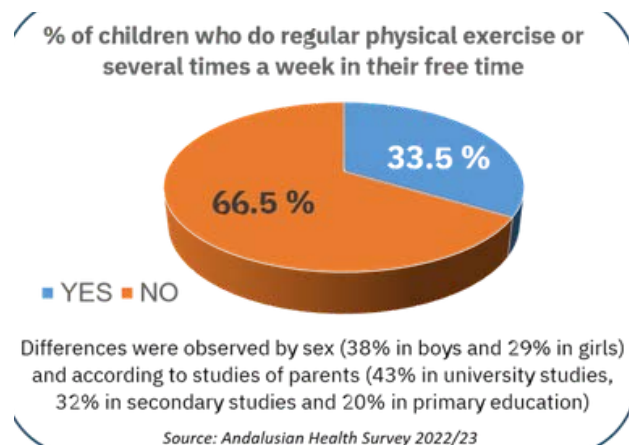
A detailed analysis of the current situation of Andalusia's population is carried out:

Demographics and inequalities

- The existence of socio-economic inequalities that affect health
- Differences by educational attainment, income and gender

Lifestyles

- Increase in sedentary lifestyles
- Shifts towards less healthy diets
- Intensive use of technologies



Overweight and obesity

- A growing problem, especially among children
- Related to multiple social and environmental factors

Preliminary actions

- Although there are numerous programmes, coordination is needed

It can be concluded that there is a clear need for a structured, coordinated intervention.

DIAGNOSIS

A strategic SWOT analysis of population health, involving professionals and citizens, identified key challenges such as:



Promoting healthy habits in a comprehensive and coordinated manner throughout the population and in all living environments.



Achieving higher levels of well-being by mitigating the impact of inequalities suffered by certain population groups.



Promoting and disseminating community assets that generate health in order to strengthen the daily well-being of citizens.



Promoting corporate social responsibility and sustainable consumption through collaboration with industry.



Informing and raising awareness in society about healthy habits by disseminating evidence-based information through various channels.



Developing and maintaining infrastructures and spaces that facilitate the adoption of a healthy lifestyle.

8 STRATEGIC LINES

Policies are defined with strategic objectives in line with the Sustainable Development Goals (SDGs)

8.1. Fostering healthy lifestyles through policy and environmental interventions and promoting community assets for health.

1. Levels of breastfeeding and consumption of healthy food.
2. Levels of physical activity and sedentary habits.
3. Hours and quality of sleep in the population.
4. Perception, quality of life and emotional well-being.
5. Perception of satisfaction between sexual relations for all parties.
6. Time spent using electronic devices instead of time spent with family and friends.
7. Recommendations to citizens on community assets that facilitate healthy living.



8.2. Fostering corporate social responsibility for health by the business sector.

8. Number of companies which are committed to creating healthy conditions.



8.3. Dissemination of truthful information about the benefits of healthy living, and protection of the population against publicity considered dangerous to health.

9. Dissemination of healthy information, with relevant, truthful and accessible content.



8.4. Promoting knowledge management, research, and innovation in health promotion.

10. Training and research in health promotion.



Each of the strategic objectives identified is accompanied by one or more **context indicators**, setting out the baseline situation, and corresponding **impact indicators** for subsequent monitoring. These indicators primarily measure potential changes in trends in the life style habits of the Andalusian population.

9

ACTION PROGRAMMES

The strategic objectives are achieved through the development of 15 of programmes, for which the information regarding objectives, description, measures and actions to be taken, target population, indicators, etc. are provided. These programmes are mainly carried out in one of the following fields or sectors of activity:

Community level

The focus is on interventions at the local level related to mobility and citizen participation.

Healthcare sector

Highlighting the promotion of healthy habits from primary care

Schools

Highlighting health promotion interventions from an early age.

Social services

Highlighting interventions for vulnerable groups within institutions

Work environment

The focus is on promoting the health of staff in companies and administrations.

Business sector

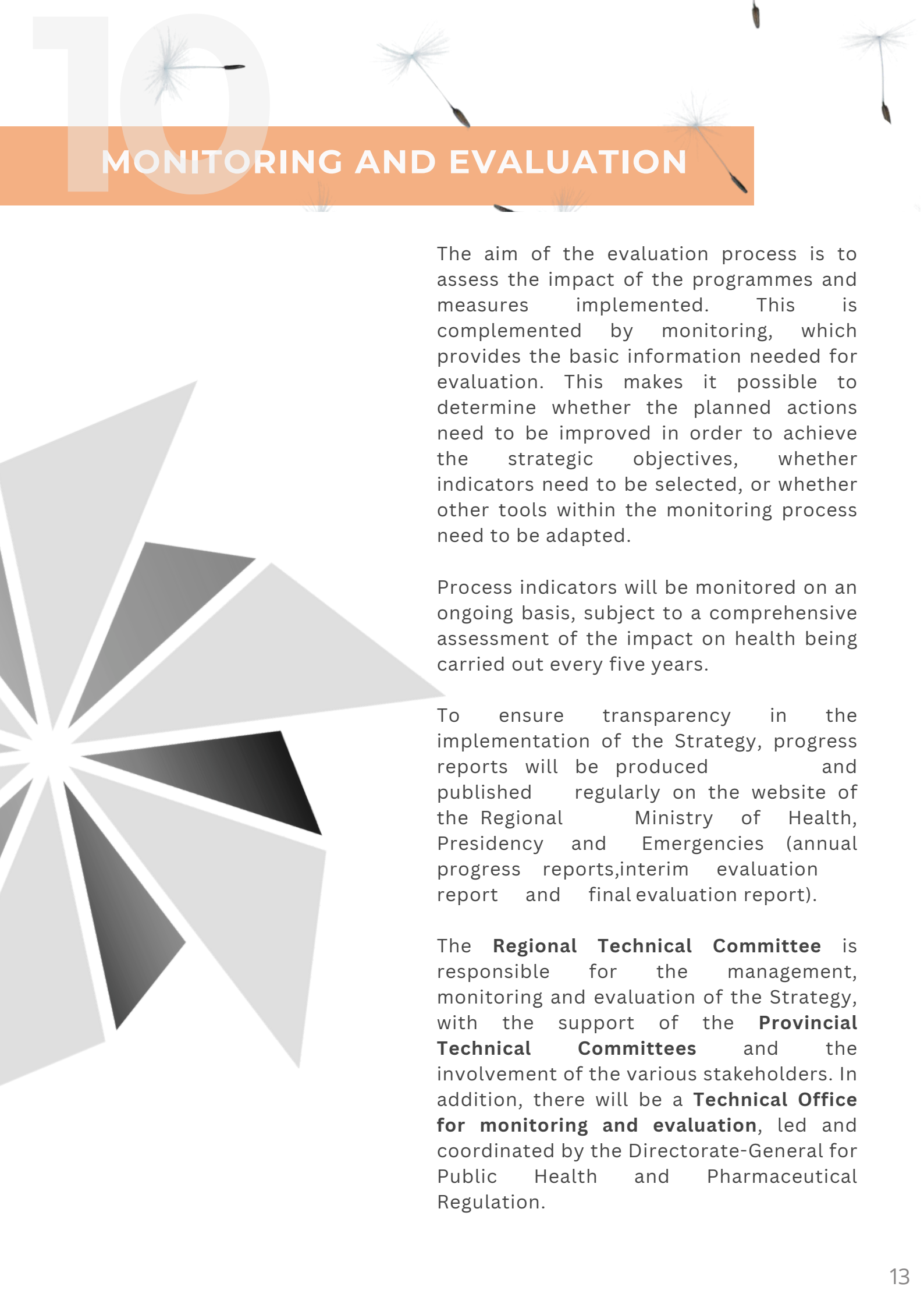
Highlighting the company's involvement in healthy production and consumption

Communication & Information

Emphasising the dissemination of truthful information to the public.

Training, research and innovation

Highlighting the progress in the development of knowledge and best practices



10 MONITORING AND EVALUATION

The aim of the evaluation process is to assess the impact of the programmes and measures implemented. This is complemented by monitoring, which provides the basic information needed for evaluation. This makes it possible to determine whether the planned actions need to be improved in order to achieve the strategic objectives, whether indicators need to be selected, or whether other tools within the monitoring process need to be adapted.

Process indicators will be monitored on an ongoing basis, subject to a comprehensive assessment of the impact on health being carried out every five years.

To ensure transparency in the implementation of the Strategy, progress reports will be produced and published regularly on the website of the Regional Ministry of Health, Presidency and Emergencies (annual progress reports, interim evaluation report and final evaluation report).

The **Regional Technical Committee** is responsible for the management, monitoring and evaluation of the Strategy, with the support of the **Provincial Technical Committees** and the involvement of the various stakeholders. In addition, there will be a **Technical Office for monitoring and evaluation**, led and coordinated by the Directorate-General for Public Health and Pharmaceutical Regulation.

CONCLUSION

The Strategy marks a shift in approach to public health:

The focus shifts from a disease-centred model to one centred on health gains.

It integrates multiple sectors and actors.

It prioritises equity and participation.

Its success will depend on:

Institutional coordination.

Social involvement.

Sustainability of the initiatives.

*When considered as a whole, it provides
a **comprehensive framework for enhancing long-term health and well-being**
that could be replicated in other contexts.*

