

The PoHeFa project is a policy oriented project which actively involves 12 local authorities who will test the relevance of the materials produced. The 12 local authorities are the following:

Denmark: Langeland & Tønder

Germany: Flensburg & Lütjenburg

Finland: Jamsä & Hamkasalmi

Cyprus: Egnomi & Lefkara

Italy: Fossa & Roccadimezzo

UK: Swindon & Somerset



### Partners in PoHeFa

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# Policy Health & Family learning

Providing a toolbox for local authorities to work more strategically with health promotion, taking socio-cultural factors and contexts into consideration

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The PoHeFa project works to decrease the number of unhealthy citizens in Europe, by presenting tools which increase local authorities' awareness and capability to develop health promoting interventions, that take the socio-economic context of the setting into consideration and therefore have a better and long lasting effect.

### Problem and objective

Obesity is not only caused by a nutritional disturbance or lack of physical activity, but is very often also related to social, economic and socio-cultural problems. The overall hypothesis of the PoHeFa project is that many health promoting interventions do not have the desired effect, because they are developed and implemented without taking contextual factors into consideration.

The best way to do this is by having a better understanding of and a closer relation to the socio-cultural context where health promoting activities are implemented. The best way to obtain this understanding and relation is through the use of methods where staff and citizens are involved in the planning and implementation process.



The main objective of the project is therefore to

- raise awareness among local authority decision-makers and professional practitioners of how socio-cultural factors in local settings affect healthy lifestyle choices and family health levels.
- support the capacity and skills of local authorities and professional practitioners in drawing up improved strategies and more effective interventions through a better involvement of staff and citizens.

### Co-operating with local authorities

The PoHeFa project applies an "action research" approach and is based on a close co-operation with 12 local authorities around Europe. The co-operation comprises a descriptive phase leading to a policy and implementation analysis including concrete recommendations, and a piloting phase where the local authorities work with the recommendations and receive training and coaching from the project partners.

As a result of the project, the local authorities will gain a closer link between the strategic policy and programming level, and the concrete interventions on practical level. A method to carry out self evaluation will also be proposed to them in order to create an internal learning loop from practice into strategy, planning and implementation.

### PoHeFa Website

Based on the co-operation with the local authorities, the PoHeFa project develops a toolbox with methods, guidelines and recommendations that can be easily transferable to other local authorities in Europe.

Visit the project website on [www.pohefa.eu](http://www.pohefa.eu).

In July 2012 the toolbox will be ready and available from the same website

