

## **Focus Workshop PREVENTION, 9th of May, 2011, Holmenkollen, Norway.**

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The three most important “bullet points” (of all the questions)

1. Evidence base and human interest stories and more visibility in media is needed in order to make this area interesting for decision makers.
2. To reinforce and support each other across disciplines new “forcing” cooperative associations should be developed.
3. To make nature take a larger part of prevention strategies: Cooperation with health care systems by offering them solutions, e.g. help to patients that have been prescribed physical activity to engage in nature.

“Bullet points” from the general questions:

1. What is needed in order to make this area interesting for decision makers?
  - Evidence base and human interest stories and more visibility in media
  - Connect “nature and health” to other important social issues
  - The focus should be on health, and the benefits from being active, not just how nice and beautiful nature is. Contact groups=doctors, public health, minister of health
  - Professional marketing
  - Clarify the possibility/opportunity to reach socially under prioritized groups
  - Activate smaller organisations (gräsrotsrörelser)
  - Tell stories of success (media, NGOs etc.)
  - Develop and elucidate projects that work with eliminating social inequalities in health.
  - Research based knowledge.
2. What perspectives, strategies, tools do we need?
  - Collect relevant, interesting research results and practical examples in a folder
  - Analyses on target groups for aimed information spreading
  - Increase the aspect of health benefits in information
  - Hard evidence for credibility
  - Don't ask what the nature can do for your health, but ask what you can do for the health of nature.

- Alliance between different professionals and organisations.
- Longitudinal studies and long time perspectives in projects
- Local reinforcement
- Trans sectional cooperation

3. How can we reinforce and support each other?

- Communication.
- Develop forcing cooperative associations.
- Meet and develop further in each focus area
- Common language, understandable terms
- Common arena and common platforms for discussions and buildings of alliances and understanding

Nine “bullet points” from the specific focus area PREVENTION:

1. How can we work towards nature taking a larger part of the prevention strategies and how can we get the white and green sector to interact?

- Documentation of effects
- Secure and adapted neighbourhoods
- Health in “green” and pedagogical educations and “green” knowledge included in health/medicine education
- Include health in the concept of Ecosystem Services, which will probably have higher political weight in the future due to e.g. climate change.
- Cooperation with health care by offering them solutions, e.g. help to patients that have been prescribed physical activity, to engage in nature.
- Find “Green writer” and teach/persuade them to advocate for “green” among the “whites”
- Focus on the topic in the education of different kinds of professionals
- Cooperate across/between authorities and organisations
- Give doctors money for prescribing nature.