



Success story

Information and Awareness Campaigns



Information & awareness campaigns promoting healthy lifestyles

Target population: Adolescents & young people

Physical activity + healthy nutrition combined healthy-lifestyle message

Sectors: health, sport, children and youth, and involving communication stakeholders

Prevention-focused addressing chronic and cardiovascular disease risk

Implementation stage: Fully implemented

Transferability: Yes

► About the initiative

The initiative consists of information and awareness-raising campaigns promoting healthy lifestyles, with a particular focus on the importance of healthy eating and regular physical activity. The campaigns were designed to raise awareness among adolescents and young people about the benefits of an active lifestyle and the role of physical activity in preventing chronic diseases and improving overall health.

► What is making it successful?

The initiative was implemented with the contribution of key stakeholders, including the Italian National Institute of Health (Istituto Superiore di Sanità) and the Communication Directorate.

The campaigns were targeted towards population groups considered particularly relevant to the issue, helping to focus communication and awareness-raising activities where they were most needed.



► What could other countries learn?

Countries would need to develop information and awareness-raising campaigns that effectively communicate the importance of an active lifestyle and regular physical activity, particularly among young people.



Key challenges to promote HEPA

► Italy's wider challenge for physical activity promotion

A key challenge is raising awareness among adolescents and young people about the importance of physical activity from an early age. Greater awareness is needed of the role of regular movement in preventing non-communicable diseases, including cardiovascular conditions, and in supporting overall health. Promoting physical activity alongside healthy eating is important for establishing healthy lifestyles from a young age.

► Country-level barriers to advancing HEPA

The following barriers are most persistent to advancing HEPA policy in the country.



BARRIER

IMPACT

Limited funding/resources

EXTREME

Weak intersectoral coordination

MAJOR

Political prioritization

MODERATE

Lack of workforce capacity

MODERATE

Insufficient monitoring/data

MAJOR

Limited research translation into policy

EXTREME

Regional/local implementation gaps

EXTREME

Inequities in participation/access

MAJOR

Public engagement challenges

EXTREME

Other

MAJOR

► What is needed?

Italy would benefit from greater public awareness of the importance of regular movement combined with a healthy diet. Continued communication and education efforts are needed to help young people understand the long-term health benefits of an active lifestyle and encourage healthy behaviours from an early age.



► How can the HEPA Europe Network help?

The HEPA Europe Network could support Italy through European-level communication, awareness-raising and information campaigns highlighting the importance of physical activity alongside healthy nutrition. Sharing effective communication approaches and campaigns between countries could also help strengthen national efforts.



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