



Success story

National Health Promotion, Evaluation and Education Programme



Initiative type: National health promotion and education programme

Sector: Health | Local partnerships

Target group: General population

Implementation stage: Fully implemented

Transferability: Yes

About the initiative

Romania's National Program of Health Promotion, Evaluation and Education for Health (PN XII) aims to improve population health by promoting healthy lifestyles and addressing major risk factors.

The programme is implemented annually and includes:

- Health-status assessment of the general population
- Information, education and communication campaigns
- Physical activity and nutrition interventions
- Community-based health promotion activities
- Interventions addressing local health priorities

The programme is implemented by county public health authorities, with local partnerships depending on local planning and needs.

What is making it successful?

A key strength is its annual, structured national implementation, providing a continuing platform for health promotion rather than relying solely on short-term projects. The programme combines population health assessment with education, communication and lifestyle interventions, including physical activity promotion.

What could other countries learn?

The practice is considered transferable to other countries, particularly countries where a national health-promotion programme of this type is not yet established. A transferable element is the use of a national framework that can be adapted to local health priorities and implemented through regional or local public health structures.





Key challenges to promote HEPA

► Romania's wider challenge for physical activity promotion

One of the main challenges identified is the lack of national guidance or a dedicated programme promoting active travel to work, particularly walking and cycling. Developing active-travel approaches could help connect physical activity promotion with everyday mobility and create more opportunities for people to be active as part of their daily routines.

► Country-level barriers to advancing HEPA

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



BARRIER

IMPACT

Limited funding/resources

MODERATE

Weak intersectoral coordination

MINOR

Political prioritisation

NO IMPACT

Lack of workforce capacity

MODERATE

Insufficient monitoring/data

NO IMPACT

Limited research translation into policy

NO IMPACT

Regional/local implementation gaps

MINOR

Inequities in participation/access

NO IMPACT

Public engagement challenges

MINOR

Other

NO IMPACT

► What is needed?

Romania identified the need to:

- Develop national guidance or a programme for active travel to work
- Promote walking and cycling as everyday forms of physical activity
- Build on examples and approaches already used in other countries
- Strengthen the integration of active travel into national health-promotion policy



► How can the HEPA Europe Network help?

HEPA Europe could support Romania by sharing existing national programmes, guidance and good practices on active travel to work, particularly examples that could be adapted to the Romanian context.



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