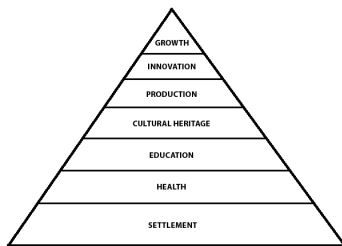




Overall Idea The Growth Pyramid



The Easy Choice

- Taking Health Seriously Through
 - Mapping Health Competencies
 - Regional Health Strategies
 - Mainstreaming Activities
 - Pilot Projects



European Dimension

- Develop a European concept for "Healthy Regions"
- Create a European Website
 - Policy Recommendations
 - Guidelines, SAF and Methodologies
 - Pilot Project Catalogue
 - Good practice examples



Participating Regions

- South Denmark
- East Sweden
- South West UK
- Brussels
- Veneto
- Berlin



Perspectives

- Overview and understanding of the region's health competencies
- Overall strategic view of health
 - Health promotion
 - Prevention
 - Branding (E.g. as a family friendly region)
 - Health as a growth and development sector

