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## Workshop on

# ECONOMICS OF PREVENTION IN IMPROVING PUBLIC HEALTH

## Healthy Workplace, Healthy and Happy People, Healthy Economy

Hosted by MEP Mr. Alojz Peterle, first Prime Minister of independent Slovenia, this Workshop will take place in the premises of the European Parliament in Brussels on **Tuesday 30 June 2015** from 15.00 to 17.00 hours in the conference room **ASP 1E1**.

With the intention to cover the issues from a holistic perspective, and bringing around the table representatives of all stakeholders and representatives of their interests, the Workshop is expected to produce very practical recommendations, taking into account adopted conceptual-political framework reflected in existing EU and national strategy papers. Following such approach the workshop will have to search for answers to the following questions:

1. Are the current policy platforms and regulatory responses at global, European, national and regional/local level responding to the trends and challenges of European health systems? If not, what are the main causes for unsatisfactory state of affairs?
2. Which are available answers and innovative approaches: evaluation of the lessons from selected good practice cases, and what are the messages offered?
3. How can ICT, better education, health promotion and inclusive health system contribute to a more efficient, and more economical public health system?

The emphasis of the debate should be on policy and practical action framework, which can lead towards public health based on common sense and viable approaches, with the following points of focus:

- Health promotion, raising health literacy and developing preventive health and wellness culture;
- Economic rationale for proactive health protection and preventive efforts to be undertaken by all stakeholders: employees, employers, government, health insurance, medical service providers;
- The holistic approach to public health through introducing health aspects into policies in the domains of: education, R&D, employment, housing, environment, industry, agriculture, etc.;
- The contribution of ICT: the role of mobile applications : the »24alife«
- Evaluation of good practice cases.

After introductory presentations by the host, and two co-organisers, the following presentations have been scheduled so far:

- Dr. Samo Fakin, Acting Director General, Slovenian Health Insurance Institute – The Slovenian Experience in promoting healthy and happy work places;

- Dr. Paul Jimenez, Professor at University of Graz – Occupational Health Promotion;
- Mr. Stane Baša, IKTS Marketing Manager – 24aLife Executive -- a mobile application for the holistic solution.
- Ms. Alessandra Cardaci, EU Policy Officer EFHA – Europe Active, Brussels -- Promoting Physical Activity and Health in Ageing.

Some 30 -35 participants are expected at the workshop. They will come from EU institutions, European and national health institutions, health related European associations and think tanks, universities, clinics and other institutions involved in preventive medicine, health promotion, and health research.

Unless you have a permanent badge to enter the EP buildings, please send us before 20th of June the following personal information: Name, birth date, No of passport or ID, citizenship. We will deliver the list to the office of MEP Peterle, and this will facilitate your entrance into the European parliament.

Looking forward to your participation in an interesting and open debate on his highly relevant issue.

With best regards,

Dr.Draško Veselinovič  
Chairman Management Board  
SBRA

Prof.dr.Boris Cizelj  
Chairman Board of Directors  
KEN

Brussels, 17 June 2015