

# Guidance for Health Promotion in Primary Health Care

- **Introduction:** by facilitator (Jürgen Pelkan) **(5 min)**
- 1. Round: Why is PHC relevant / important for HP (prevention & promotion)? **(15 min)**
  - Input **Anna Myrup Cichowska** + short complements by other panelists, questions & comments from Symposium participants
- 2. Round: What kind of HP strategies and interventions work in PHC? **(25 min)**
  - Input **Pim Assendelft & Stephen Peckham** + short complements by other panelists, questions & comments from Symposium participants
- 3. How to implement HP in PHC successfully? Which barriers have to be overcome, which resources can be used? **(35 min)**
  - The situation in an NHS system – Italy (**Francesco Longo**)
  - First steps of a reform process in a social security system – The case of Austria (**Peter Nowak**)
  - Complementing international experiences of reorienting implementation of HP in PHC (**Stephen Peckham, Pim Assendelft, Anna Myrup Cichowska**), questions & comments from Symposium participants
- **Closing:** What have we learned? Symposium participants & panelists **(10 min)**