

Title

GOSASUN – promoting healthy lifestyles initiative

Short description

GOSASUN embraces more than 200 organizations of different types engaged in diverse initiatives with the common objective of **creating a healthier territory in the Basque Country**. Each organization count on a personal profile identified in the web page www.gosasun.net, from where it can **share** the initiatives put in place with other agents and organizations, and at the same time **learning** from the experience gathered by other organizations through their initiatives.

Through GOSASUN, INNOBASQUE is looking at the opportunity to active a **System of Widespread or Extended Population Health**, where the responsibility on health is a shared objective among citizens, social environments and organizations acting in the community, and the public health system. This suggests a **transversal approach to health** requiring involvement of **all sectors and agents in the society** for a collective effort towards improving health and well-being.

Topic

Living and moving

Characteristics (type, level)

Neighborhood (municipality level)

Country/Countries of implementation

Basque country

Aims and Objectives

GOSASUN is an umbrella initiative set up by the Basque Innovation Agency,-Innobasque that aims at promoting healthy lifestyles around three main axes: food and diet, physical activity (active mobility) and emotional/mental health. In order to achieve this target, GOSASUN has created an extensive network of **206** organisations (public, private, food chains, transport, associations, museums, etc.) that share the same objectives and they try to promote different healthy practices in their environment. This is an umbrella initiatives as it embrace a wide set of practices in different areas and sectors, by involved a wide network of organizations. It is innovative in the organizational approach, as it uses strong participatory methods to involve different agents through inter-sectoral collaboration, which allows the implementation of innovative and low-cost solutions and actions.

GOSASUN seeks both a social and economic benefit, as progressing towards a healthy society will boost new products and services related to health, the competitiveness of the different sectors and the creation of employment in the Basque Country.

The full information about the initiatives and organisations involved can be found in Gosasun's webpage (only Spanish and Basque): <http://www.gosasun.net/>

Target Group

The Gosasun initiative is oriented to achieve a healthy society in the Basque Country, thus the target is the society as a whole, in the sense that different segments of the population are targeted. Special focus is also given to vulnerable groups such as the elderly, retired, children, disabled, isolated people. The initiative involves organizations of different types: enterprises, public administrations, educational centres and universities, research centres, clusters, health centres among others, so that their actions is actually intended to target all segments in the population.

Status

Ongoing

Start and Completion dates

Started in 2011 and still ongoing.

The project was created by a group formed by representatives of different organizations, including INNOBASQUE. After the initial conceptualization of the ideas, the project has been promoted by INNOBASQUE itself.

The underpinning of the GOSASUN initiative lies in a model of health determinants (Marc Lalonde, 1974), according to which people lifestyle is the major determinants of health status, even more than factors related to the environment, genetics and health care system. This is the reason for creating GOSASUN which puts a focus on population lifestyle with the idea that the responsibility about health falls back into each individual who has the duty and is in charge of acquiring healthy behaviours, and becomes therefore responsible of his/her health status, knowing that this is possible with the help of private and public organizations supporting the creation of new healthier environments which can contribute to that end (e.g. providing opportunities for provision of healthy food, promoting a change in education, improving accessibility to green environment and knowledge about health benefits and so on).

This way the responsibility of population health is not only of the public health, but is a common responsibility among private/public organizations and citizens.

Lifestyle and Behavior Change

The project aims to promote physical exercise, achieve environmental improvements, increase employment in the leisure, health and sports sectors and improve access and control spaces among society.

Effects on:

<p>Health and Wellbeing</p>	<p>Every one of the 143 initiatives pursues improving directly or indirectly people’s health and well being. Healthier lifestyles include for example eating more vegetable and fruit (starting with specific programs for children, which has also educational purposes), which will translate in reduced health risks on cardiovascular and digestive diseases and others, while reducing obesity. Increasing physical activities and access to natural environment will improve mental health as well as obesity, and reduce risks related to respiratory and cardiovascular diseases. The change in habits can start in one area, for example food, and will then be extended slowly to capture other areas (active mobility and emotional health), in order to create a general improvement in well-being and health.</p> <p>Means used include awareness campaigns, workshops and conferences open to the general public, plans for participation of key agents, corporate wellness, municipal initiatives (promoted by municipalities), communication and information tools and internet.</p>
<p>Vulnerable populations</p>	<p>There are many initiatives dealing with vulnerable people:</p> <ul style="list-style-type: none"> • Some initiatives are directed to the elderly, other to children. • Some programmes are directed to people with pre-existing health issues (e.g. obesity, multiple sclerosis...) • Other actions aim at helping people at risk of social exclusion.
<p>Environment</p>	<p>A healthy diet, especially when includes local or ecological production, and low meat consumption have direct effects on reducing CO2 emissions. Ecological production can have direct effects. Promotion of active mobility (using bikes or walking instead of cars, use of stairs instead of lifts) will reduce CO2 emission and energy consumption.</p>

Initiated and/or implemented by

Several municipalities

Stakeholders and sectors involved

There are 206 organizations involved in Gosasun, but the initiative is open to new initiatives so this number is in continuous change, and is expected to grow in the future. There is a long list of stakeholders of different kinds: there are municipalities, non-profit organizations, companies, health facilities, schools, universities, research centers, food chains, public transport, education associations, museums...

Financial support

Those municipalities that want to implement one of the GOSASUN practices and other supporters/donors

Evidence-base

GOSASUN program includes different initiatives. GOSASUN includes numerous experts on different disciplines and embraces more than 200 organizations of different types engaged in diverse initiatives with the common objective of creating a healthier territory in the Basque Country. Each organization count on a personal profile identified in the web page www.gosasun.net, from where it can share the initiatives put in place with other agents and organizations, and at the same time learning from the experience gathered by other organizations through their initiatives.

Main activities

The main activities initiated by INNOBASQUE within GOSASUN include:

- **To connect** different agents and experts being part of GOSASUN, through a dedicated web page, regular newsletters, periodical workshops and conference days for Information and to decide key aspects related to the initiative as well as new strategic decisions.
- **Increase awareness** about the importance of healthy lifestyles through promotional campaign, informative articles and materials, participation to conferences, by giving visibility and spreading the initiatives.
- **Recognize** good practices through the **certification GOSASUN**, the latter being a recognition given to those initiatives which have been particularly successful in stimulating the adoption of healthy lifestyles in the Basque Country. These initiatives are not part of regular/usual activity of the organizations involved, but they go beyond their responsibility regarding public health, and therefore represent an example to be followed by other organizations. Currently there are 20 initiatives recognized with the GOSASUN certification in the Basque Country.
- To promote **participatory projects**. For example, the *Healthy vending project* is an initiative aiming at promoting the consumption of fresh food products and cold drinks through “vending machines” which become therefore a way to contribute to a healthy diet. The project design was participatory, 3 practice-guidelines were created to facilitate the process of change towards

an idea of “healthier vending”, and more than 20 organizations have implemented this initiatives (including universities and hospitals).

Evaluation

This is not available because GOSASUN includes multiple practices which can notably differ depending on many factors such as focused area, targeted population, objective of the practice, budget availability etc.

Main results

This is not available because GOSASUN includes multiple practices which can notably differ depending on many factors such as focused area, targeted population, objective of the practice, budget availability etc.

Key success factors and barriers

Success factors: The capability of generating confidence and trust among participants, to attain a considerable engagement of participants (willing to cooperate), to establish partnership with key agents and experts in the field.

Barriers: to attain a level of engagement and commitment of the organizations participating so that they become active agents in the promotion of healthy lifestyles. Collective effort.

INHERIT Perspective

INNOBASQUE (the Basque Agency for Innovation) promote the movement **GOSASUN** which acts as a driver from promoting and encouraging the creation of a social environment for supporting the adoption of healthy lifestyles in all segments of the population, including **food, physical activity, mental health and access to green areas**, as well as by generating a balance among them. This project is aligned with one of the priority areas of the Health Plan for the Basque Country 2013-2020 covering social environments and healthy lifestyles through **inter-sectoral collaboration**, engagement in **local** activities and **community**.

More information

GOSASUN website: <http://www.gosasun.net/>

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Contact

<http://www.gosasun.net/>