Strategies and activities related to nutrition:

Under the heading “Conscientious living is better living” (“Bewusst lebt besser”), the Healthy Austria Fund has conducted themed media campaigns since 1999 to promote health-consciousness in everyday life. From 2003 to 2005, the Fund emphasised physical activity, emotional health and nutrition, including the setup of a nutrition hotline, because the campaigns were meant not just to sensitize their audience or warn of unhealthy lifestyles, but also to offer practicable solutions. An initial evaluation shows that around 40 percent of the Austrian population was reached by the physical activity campaign - more women than men. The Federal Ministry of Health and Women has now initiated the nationwide campaign iSch (“innerer Schweinehund” [“the lazy dog within”]) in order to promote self-responsibility in terms of health and quality of life. The emphases here are on nutrition, physical activity, stress reduction, accident avoidance and medical prevention. The campaign has its own website (www.isch.at). (p. 63)

Thematic health care measures and promotion (p. 67)

Women’s and men’s health (p. 67)

Societal and health-policy demands for a gender-specific, gender-sensitive and gender fair view of health are based on a growing consciousness of differences between men and women in many health-related areas.

Vaccination strategies (p. 70)

Diabetes (p. 71)

Consciousness-raising and publicity work,

Age and gender-specific activities and offerings

Lifestyle measures such as proper nutrition and physical activity

Health promotion and prevention in the area of emotional health (p. 75)

Assistance for the elderly in hospitals and clinics (p. 77)

Care of the handicapped (p. 79)

Food labelling (p. 82)

M&E Indicators

M&E Indicator types:

Outcome indicators

URL link:

Reference:

Policy topics:

- Overweight in children 0-5 yrs
Overweight in adolescents

**Partners in policy implementation**

- **Government**
  - Health
  - Women, children, families
  - Details: more
    - Federal Ministry of Health and Women

- **UN agencies**
  - World Health Organization (WHO)

- **Intergovernmental bodies**
  - European Union