

SURVEY OF USERS INTEREST IN INITIATIVES RELATED TO THE EUROPEAN PROGRAM HEALTHY LIFESTYLE 4 ALL

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Abstract: *The European Commission Healthy Lifestyle 4 All (HL4A) program aims to link sports and active lifestyles with health, food, and other policies. Healthy Lifestyle 4 All demonstrates the EC's commitment to promoting healthy lifestyles among all generations and across different social groups. HL4A is guided by the position that everyone can benefit from activities that improve health and well-being. The present study presents the attitudes of youth, corporations, and start-up companies for their involvement in initiatives related to the three pillars of Healthy Lifestyle 4 All, namely: Improved awareness of healthy lifestyles among all generations. Easy access to sports, physical activity and healthy eating. A comprehensive holistic approach linking food, health, well-being, and sport.*

Key words: *health, well-being, sport.*

1. Introduction

"Healthy Lifestyle 4 All" is a European program aimed at promoting healthy habits and lifestyles among people of all ages. It encourages individuals to adopt a balanced and active lifestyle, promoting healthy eating, physical activity, and emotional wellbeing.

Several initiatives have been undertaken as part of the "Healthy Lifestyle 4 All" program, including:

Health education in schools: The program focuses on educating young people about healthy lifestyle choices from an early age, through workshops,

seminars, and other activities that promote healthy eating and physical activity.

Community-based health promotion: This initiative involves partnering with local community organizations and healthcare providers to promote healthy lifestyle choices among people in their own communities. The program provides access to information, resources, and support to encourage healthy habits.

Workplace wellness: The program encourages employers to support the health and wellbeing of their employees by promoting healthy eating and physical activity in the workplace. This initiative

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involves providing access to healthy foods, offering fitness classes or gym memberships, and promoting mental wellbeing.

Public awareness campaigns: The program raises public awareness of the importance of healthy lifestyle choices through campaigns that highlight the benefits of healthy eating, physical activity, and emotional wellbeing. These campaigns use social media, television, and other forms of media to reach a wide audience.

Research and evaluation: The program conducts research and evaluation to measure the impact of the initiatives undertaken and to identify areas for improvement. The data collected is used to inform future programs and initiatives.

2. Promoting Healthy Lifestyle

2.1. Promoting Healthy Eating

Based on an analysis of 16 studies related to the promotion of healthy eating lasting from three weeks to seven years, Zhou X et al. report that multicomponent dietary interventions have contributed significantly to reducing the risk of chronic diseases. It is concluded that older adults can achieve better diet quality if they make diet-related changes by receiving dietary education or healthier eating. The authors recommend conducting quality studies are needed to promote healthy eating among older adults, taking into account regional dietary patterns, advanced information technology, and promotion strategies [12].

Researchers are investigating the effects of an application

of promoting healthy eating among children, young people and adults [2], [4], [8].

The effects of dietary modification on inflammatory biomarkers are also being studied [9].

Corazza I et al. conducted research in Tuscany using a webAPP survey, with the participation of more than 4,700 teenagers. The authors conclude that can be useful in defining effective actions for the promotion of healthy behaviors among teenagers, either in communication and awareness campaigns or in education and activation initiatives, with respect to the reading and interpretation of nutritional facts and labels, the role of family and friends, and the use of media [3].

2.2. Promoting physical activity

Yuksel HS et al. investigated the feasibility of school-based interventions to promote physical activity and physical fitness and to prevent obesity. The authors conclude that the success rate of the physical activity oriented programs is higher in all variables and school-based interventions may have important potential to prevent obesity and promote physical activity and fitness if they focus more on the content, quality, duration and priority of physical activity [11]. Jung J, Cho I. conduct similar research among workers [7].

Goryakin Y, assesses the impact on health and healthcare expenditure of seven public health policies to promote exercise and physical activity against a business as usual scenario. Assessed policies include: promotion of active transport, workplace sedentarily interventions, investments in sports and recreation, mass media campaigns, prescription of physical activity in primary care, school-based interventions and mobile apps.

The results show that Public policies to promote exercise have the potential to improve population health and produce savings in healthcare expenditure. It is concluded that Investing in policies to promote active lifestyles is a good investment for Italy [5].

2.3. Promoting emotional Wellbeing

Tang YY et al. discuss key components and potential brain-body mechanisms related to psychological well-being and propose mindfulness training as a promising way to improve it. Authors focus on one of the mechanisms by which IBMT enhances psychological well-being- the interaction between mind (mindfulness) and body (bodifulness)- which involves both the central nervous system (CNS) and the autonomic nervous system (ANS) [10].

Broxterman J, and Al develop employment assistance program (EAP) in which residents were scheduled to meet with counseling services during the workday.

The expectations of the investigators are that these wellness consultations will increase the utilization of support services in times of need as well as allow residents to self-identify impending burnout [1]. Hoagwood KE, et al. Promoting Children's Mental, Emotional, and Behavioral (MEB) Health in All Public Systems, Post-COVID-19 [6].

3. Research Methodology

The objective of this study is to establish the attitudes of youth, corporations, and start-up companies toward their

involvement in initiatives related to the three pillars of the European program Healthy Lifestyle 4 All.

The present study presents the attitudes of youth, corporations, and start-up companies for their involvement in initiatives related to the three pillars of Healthy Lifestyle 4 All, namely: Improved awareness of healthy lifestyles among all generations. Easy access to sports, physical activity and healthy eating. A comprehensive holistic approach linking food, health, well-being, and sport.

3. Data analysis and Interpretation

The objective of this study is to establish the attitudes of youth, corporations, and start-up companies toward their involvement in initiatives related to the three pillars of the European program Healthy Lifestyle 4 All

As the most beneficial activities to promote a healthy lifestyle are indicated Physical activity at work; Information campaigns related to healthy eating and Additional physical activity in schools.

A comprehensive holistic approach can be an effective way to promote overall well-being.

By implementing a comprehensive holistic approach that links food, health, well-being, and sport, we can promote overall well-being and help individuals lead healthier, happier lives.

By creating a supportive environment, providing education and resources, and promoting healthy habits, we can encourage individuals to make positive lifestyle changes that will benefit them for years to come.

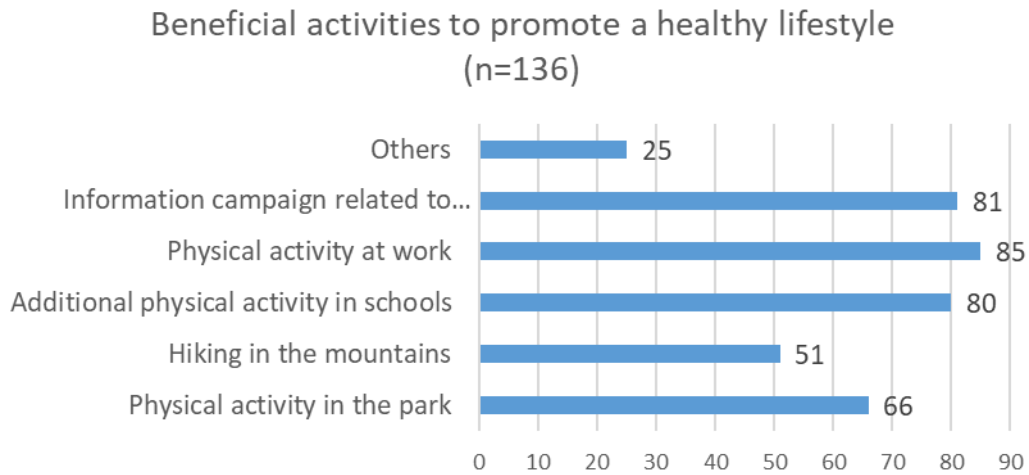


Fig. 1. *Beneficial activities to promote a healthy lifestyle*

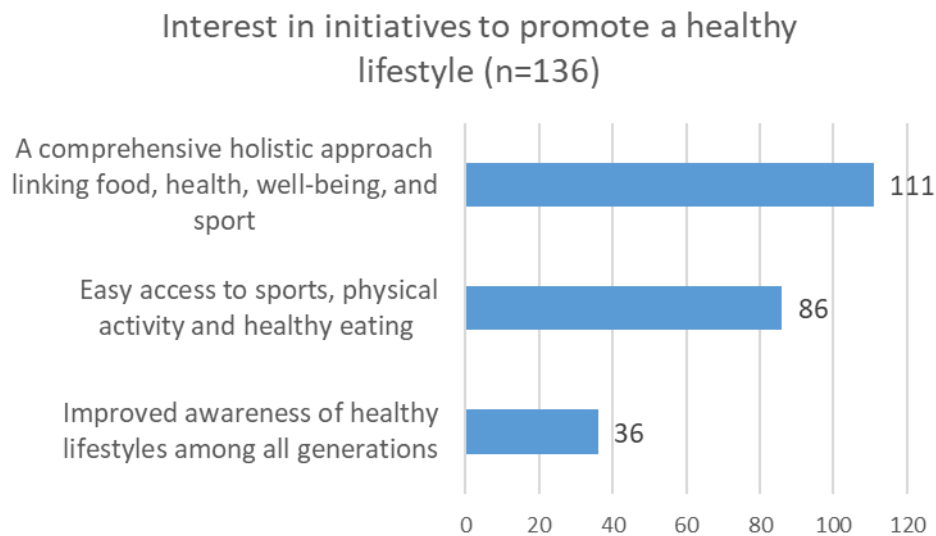


Fig. 2. *Interest in initiatives to promote a healthy lifestyle*

Easy access to sports, physical activity, and healthy eating is crucial for promoting healthy habits and overall well-being. Here are some ways to achieve easy access: Create community programs; Increase access to parks and recreation centers: Ensure that parks and recreation centers are easily accessible to all

members of the community. Provide resources such as walking trails, bike paths, and sports fields.; Partner with local businesses: Partner with local businesses to promote healthy eating and physical activity. Encourage local restaurants to offer healthy menu options and promote physical activity through workplace

wellness programs; Offer transportation options: Provide transportation options to make it easier for individuals to access sports and physical activity opportunities. Provide education and resources: Provide education and resources on healthy eating, physical activity, and overall well-being. This can include nutrition education, exercise classes, and wellness workshops

Improving awareness of healthy lifestyles among all generations is crucial for promoting overall well-being and reducing the risk of chronic health conditions. Here are some ways to increase awareness: Educate through schools and community programs; Use social media and technology: Social media platforms and mobile apps can be effective tools for spreading awareness about healthy living; Provide access to healthy resources: Ensure that healthy food options are available in schools, workplaces, and communities. Access to parks, walking trails, and recreation centers can also encourage physical activity. Lead by example: Parents, teachers, and community leaders can lead by example and model healthy behaviors.; Collaborate with healthcare providers.

Examples of successful practices

Mental Health

Idea overview: Maintaining and fostering mental health and well being by creating awareness in people and promoting self care and an active lifestyle.

Group participants: Ashish Avasthi, Jakub Pospíšil, Šimon Lev, Tabea Werner

Description of the idea and its activities

Scientific research, with over 200,000 articles, establishes a strong connection between physical activity and improved

mental well-being. It suggests that utilizing sports as a tool can help address this issue. To impact people's lives positively, the following proposals have been outlined:

- a. Encouraging all member states, including sports-related authorities, who significantly influence youth, to incorporate mental health-related content into their awareness campaigns. This includes training coaches and team members to recognize early signs of mental health issues.
- b. Advocating for the inclusion of therapy in social security plans by approaching the relevant authorities.
- c. Promoting the regular organization of inclusive physical activities for individuals of all ages, genders, races, and sexes.
- d. Proposing the formation of volunteer-driven social support networks where individuals can freely discuss their feelings and concerns.
- e. On an individual level, encouraging and incentivizing people to engage in physical activity, practice simple breathing exercises, and adopt a healthy diet as part of their daily routine.

Easy to Move

Idea overview: Shows that healthy lifestyles can be easy, accessible, affordable, and fun.

Group participants: Isabel Wallnöfer, Kateryna Lavryk, Leonardo Mikac, Mariano Carcatella, Nikolina Djuric, Zrinka Tabain

Description of the idea and its activities

The group outlines measures to address the issue of children and young people

dropping out of sports. It encourages schools to adopt the following strategies:

1. **Diversify Physical Education (PE):** Schools should adjust their PE curriculum to include a wider range of activities. This involves inviting local sports clubs and associations to showcase various forms of physical activity, including team sports, yoga, Pilates, dancing, and even acting classes. The goal is to expose students to different ways of being physically active.
2. **Abolish or Adjust Grading:** The grading system for PE classes should be reevaluated. Instead of solely focusing on performance, schools should prioritize students' engagement and individual progress. Active participation should be emphasized over achieving a particular performance level.
3. **Teach Transferable Skills:** Physical activities should be used to teach students valuable life skills. Team sports can impart teamwork, leadership, and fair play, while yoga can foster self-awareness and perseverance. Dancing can boost confidence, discipline, and creativity. These skills help adolescents handle failure and manage stress from a young age.

Additionally, sports clubs and associations are encouraged to make healthy lifestyles more accessible to young people by:

1. **Offering Recreational Groups:** These groups should be created for individuals who want to engage in physical activities purely for enjoyment or to maintain their health. These activities should be free from the pressure of competition or the pursuit of physical excellence.

2. **Promoting Inclusivity:** Sports clubs and associations should demonstrate that everyone can participate in sports at their own pace and with different goals in mind, whether it's for fun, personal interest, or pursuing a professional career.

3. **Encouraging Healthy Habits:** These organizations should advocate for healthy habits, especially related to food. They should show that nutritious and delicious meals can be prepared quickly with common ingredients and without advanced culinary skills. Furthermore, they should emphasize that exercise doesn't have to be strenuous, with many enjoyable activities available at various difficulty levels for everyone to enjoy.

Digital Health

Idea overview: Enabling digital well-being through non-formal education at the European grassroots sport level.

Group participants: Federico Palumbo, Filip Filipić, Francisco Forte, Pedro Afonso Valente, Sára Gáspár, Ugnė Chmeliauskaitė

Description of the idea and its activities

The group outlines a comprehensive plan to address the challenges posed by the imbalanced use of modern technologies, focusing on mental and physical well-being. The plan includes the following key components:

1. **Development of a Practical Toolkit:** The first step involves creating a practical toolkit that encompasses evidence-based digital health interventions. This toolkit will also feature reliable digital well-being apps that comply with European data regulations and health standards. In addition, concrete communication campaigns will be designed to target

specific mental and physical issues associated with the excessive use of modern technologies.

2. **Training Workshops:** Training workshops will be organized based on the content of the developed toolkit. These workshops will be aimed at coaches and practitioners, equipping them with the knowledge and tools to address digital well-being issues effectively.

3. **Local Event Integration:** The recommendations and communication campaigns from the toolkit will be applied at local events within the European grassroots sport level. This means that the strategies and interventions will be implemented at the community level, where they can have a direct impact.

4. **Ambassadors for Healthy Digital Behavior:** To amplify the effects of this initiative, ambassadors will be appointed. These ambassadors will serve as role models for healthy digital behavioral patterns, demonstrating through their own actions how to maintain a balanced and mindful approach to modern technology use.

The plan involves creating a toolkit, conducting training workshops, implementing strategies at the local level, and utilizing ambassadors to promote healthy digital behaviors and improve mental and physical well-being in the context of modern technology use [13].

Conclusions

A healthy lifestyle is essential for maintaining good physical and mental health. It involves making conscious choices that promote well-being, such as eating a balanced diet, getting regular exercise, managing stress, and avoiding

harmful habits such as smoking and excessive alcohol consumption.

The Healthy Lifestyle 4 All program has the potential to create a healthy lifestyle culture by making specific healthy lifestyle choices and supporting individuals and communities to make positive changes. The attitudes demonstrated in our research emphasize the importance of a holistic approach to health and well-being, focusing on physical, emotional, and social health

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