

GOOD PRACTICE / COMMUNITY

Menorca Borina (Minorca move yourself)

led by the Sports Medicine Department of the
Sports Service of the Consell Insular de Menorca

AIM & OBJECTIVES: To promote physical activity and exercise to improve the population's health, through the direct relation and cooperation of the areas of intervention.

TARGET GROUP:
Menorca Island population, regardless of age

KEY STAKEHOLDERS:
Everyone involved in the island community and the areas of intervention

DESCRIPTION:
The programme is divided into four areas of intervention: educational (interventions directed at schools and primary education classrooms); community (actions encompassing different sectors of society, including the development of urban healthy walking routes and interventions related to sustained mobility); prescription of physical exercise (cooperation with Primary Care Centres for prescribing physical exercise to subjects with cardiovascular risk factors); and scientific-academic (continuing education activities for healthcare personnel).

ADDED VALUE:
The programme is directed at a smaller group (island's population), creating a local network of different stakeholders who should work together.

LESSONS LEARNED:
Acting in all areas of intervention is expected to result in global benefits for population health (contamination effect).

RESOURCES & REFERENCES:
esports.cime.es/Contingut.aspx?IdPub=7812