



Become a promoter of “Health Tom Tom” a training initiative in health information literacy



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Librarian as Promoter of «Health Tom Tom» questions

1 **What does it mean** an Health Tom Tom promoter ?
Taking actions to realize «Health Tom Tom» events at local level

2 **Which is the goal** of «Health Tom Tom» events ?
Contributing to increase awareness on, and to improve e-health literacy of CITIZENS



Librarian as Promoter of «Health Tom Tom» questions

3 **Who are the targets** of «Health Tom Tom» events ?
Students - Families - General public

4 **Which type of event** can be organized ?

- a local training course
- an event having a more flexible shape
(meeting, exhibition)
- an event within a wider health initiative
(science café)



Librarian as Promoter of «Health Tom Tom» questions

5 **Where** the «Health Tom Tom» event can be organized ?

public
libraries



school
libraries



city
parks



shopping
malls



Librarian as Promoter of «Health Tom Tom» questions

6 Which are the addressed health topics? Non Communicable Diseases (NCDs)

- known as chronic diseases, are not passed from P to P
- are the leading causes of death across the WHO EU Region
- kill more than 36 M people per year in the world
- are of long duration and generally slow progression, thus result in chronic conditions

4 groups of NCDs account for around 80% of all NCD deaths



4 major groups of NCDs:

- Cardiovascular diseases (17.3 M)
- Cancers (7.6 M)
- Chronic respiratory diseases (4.2 M)
- Diabetes (1.3 M)

These 4 NCDs share
4 risk factors

- tobacco use
- physical inactivity
- the harmful use of alcohol
- unhealthy diets



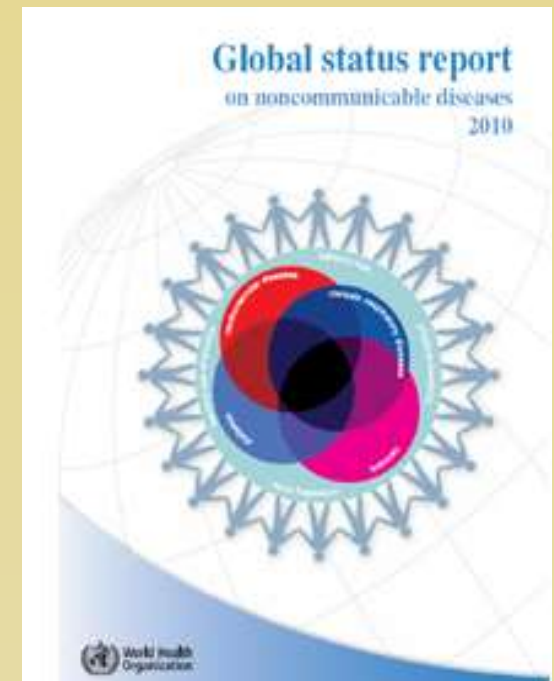
WHO online health information resources

WHO 2010

Global status report on **Non Communicable Diseases**

The report provides a detailed description of the global burden of NCDs, their risk factors and determinants

http://www.who.int/nmh/publications/ncd_report2010/en/



WHO 2013 Non Communicable Diseases

Updated factsheet march 2013

Socioeconomic impact of NCDs

<http://www.who.int/mediacentre/factsheets/fs355/en/>



Non Communicable Diseases

Children, adults and the elderly are all vulnerable to risk factors that contribute to NCDs

- unhealthy diets - effects of the harmful use of alcohol - physical inactivity - exposure to tobacco smoke -

including environmental and working exposures to hazardous substances that are related to the living and working conditions of population (population sub-groups and individuals)



NCDs and Social Determinants of Health (SDH)

SDH are the conditions in which people born, grow, live, work, age. They also include health systems. These conditions are related to the income distribution, power and resources at global, national and local level. They are influenced by political choices

SDH are major issues responsible for **health inequalities** between and within countries

Health inequalities are unfair, unnecessary and avoidable differences in health status of populations related to the distribution of social determinants of health



WHO publication on social determinants of health 2008

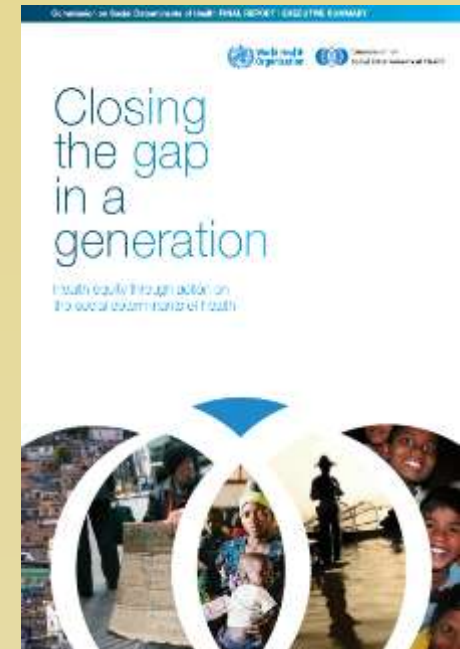
“Closing the gap in a generation:
health equity through action on the social determinants of health”



The improvement of daily living conditions requires structural policies actions at global, national and local level.
It also requires multi-sectorial actions including

- training on the SDH to different stakeholders - policymakers, health professionals, etc. –
- investment and actions to raise public awareness

http://whqlibdoc.who.int/publications/2008/9789241563703_eng.pdf



Marsili D. - Health Tom Tom Workshop • ECIL

European Conference on
Information Literacy (ECIL)
Istanbul, Turkey
22-25 October 2013



WHO health inequalities in the European region

Report 2012

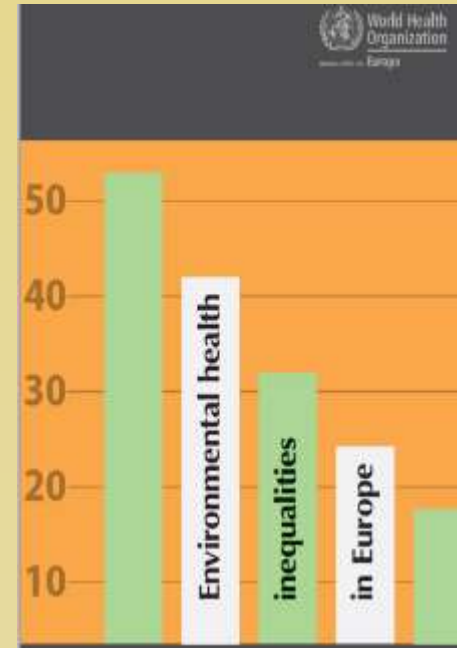
Environmental health inequalities in Europe.

The report focuses on the unequal distribution of people's exposure to - and potentially of disease resulting from - environmental conditions that are related to a range of socio-demographic determinants

income, education, employment

age, gender, ethnicity

http://www.euro.who.int/_data/assets/pdf_file/0010/157969/e96194.pdf



Report on health inequalities in European Union - September 2013

Focus on health inequalities between countries, regions and social groups

http://ec.europa.eu/health/social_determinants/docs/report_healthinequalities_sw_d_2013_328_en.pdf

Culture of Prevention to improve population health

- ❖ Accelerating a shift from a reactive culture to diseases to proactive approaches for healthy life and environment
- ❖ Fostering awareness on risks factors of diseases at local level is a key element to strengthen and consolidate a culture of prevention and promotion of health
- ❖ Educating citizens for facilitating informed and appropriate decisions and for adopting healthy behaviors



Librarian as Promoter of «Health Tom Tom».....

Information → Communication → Perception

Knowledge → Education → Behaviour

Involvement → Participation → Action

.....contribute to the empowerment of **CITIZENS**





Thank you!



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