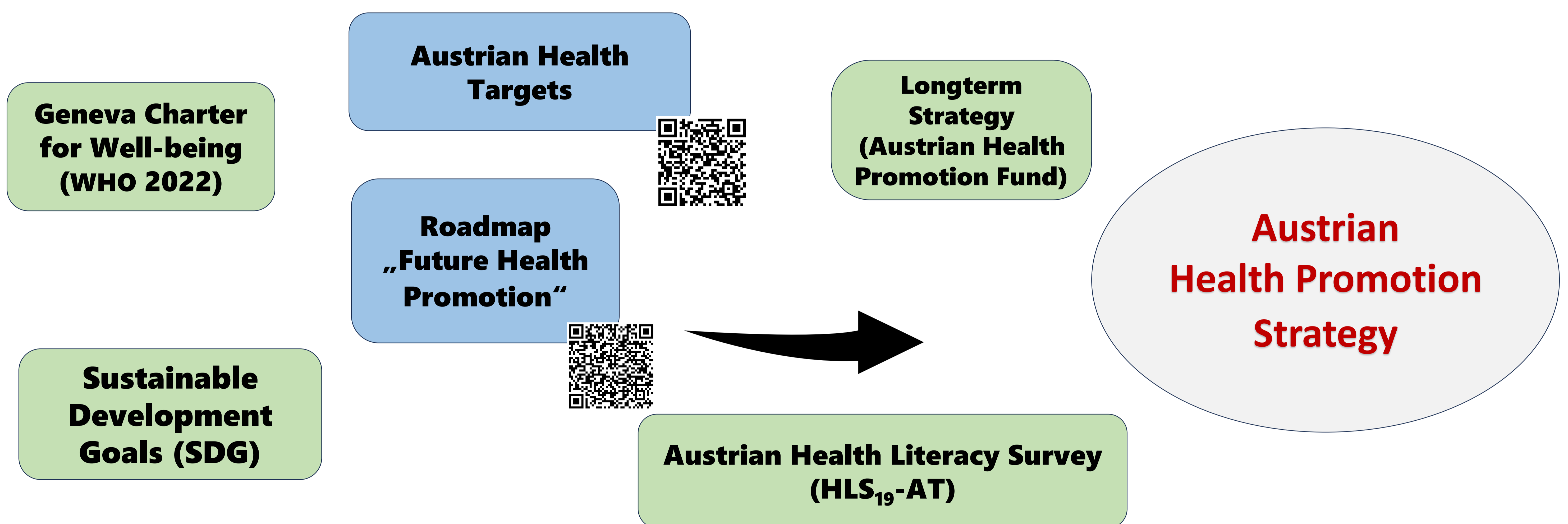




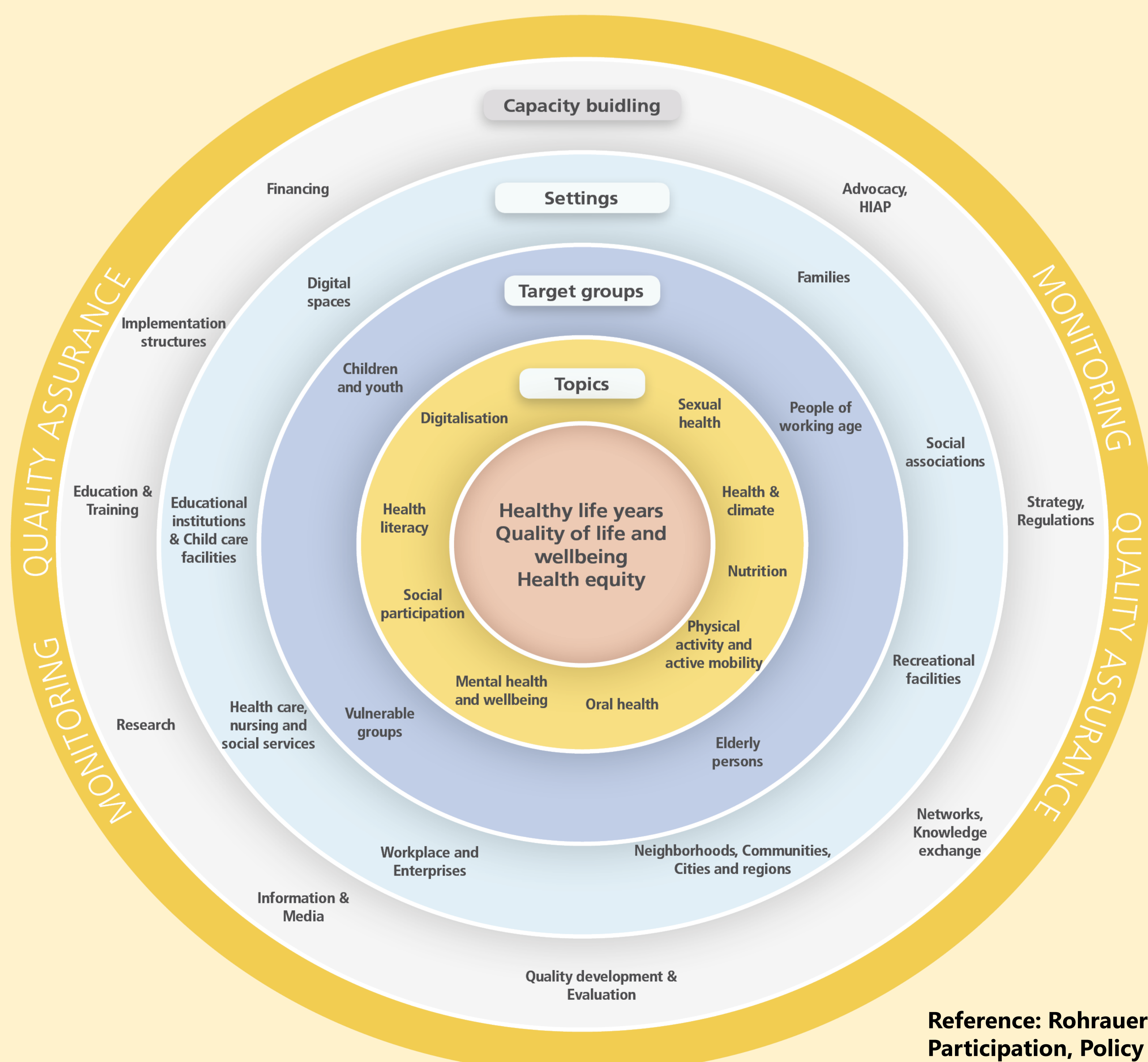
Participation, Policy Impact and the Austrian Health Promotion Strategy

The main objective of the Austrian Health Promotion Strategy is to contribute to a **longer, self-determined life in good health for all people in Austria** through the increased implementation of **targeted, broadly coordinated, quality-assured, effective and efficient health promotion measures**. It was adopted on a national and regional level as well as by social security institutions in June 2024.

The Austrian Health Promotion Strategy was informed by relevant international and national strategies and recommendations. In particular, **the Austrian Health Goals** and **the “Roadmap Future Health Promotion”**, which were developed together with citizens, civil society organisations and experts, influenced the overall strategy and prioritised focus areas.



The Framework of the Austrian Health Promotion Strategy



Prioritised focus areas 2024-2028

- **Healthy environments and lifestyles** (especially nutrition and physical activity) with a focus on **childhood, youth and healthy ageing**
- **Psychosocial health and participation**
- **Health literacy** of organisations and individuals with a focus on **equity**
- Health promotion with a focus on **climate action and resilience**