

Health Promotion for Non-Communicable Diseases Prevention in Moldova

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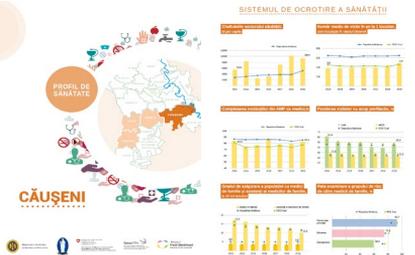
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Introduction

Moldova experiences a high NCD burden, particularly high rates of cardiovascular diseases. In the last years Moldova has made strong commitments to address risk factors for non-communicable diseases but during pandemic of COVID-19, the ability to address NCDs has been impacted. There was a strong need of strengthening intersectoral collaboration and community empowerment for health promotion and NCDs prevention.

Methodology

Evidence based health planning, using health profiles, promoting Health in All Policies to strengthen intersectoral collaboration and health promotion for behaviour change approach has been addressed.

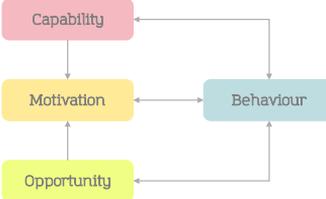


Example Health Profile of the Căușeni District for Health Promotion

Results and Discussion

A holistic understanding of Health for Promotion concepts addressing risk factors was almost absent in Moldova. There was a general perception that Health Promotion is the responsibility of health sector: There was no multisectoral coordination for health promotion and limited tools used by health practitioners, and low capacity for data management and analysis and scarce use for decision-making.

- To improve inter-sectorality and functionality of the Territorial Public Health Councils, the representatives of Local Public Administrations (Mayors, specialists from health, social, educational, cultural and sports domain), Governmental decentralized services (police, food safety, ecology, emergency and other services) were trained on WHO "Healthy Communities" and "Health in All Policies" initiatives in collaboration with the Moldovan School of Management in Public Health (more than 400 people).
- For capacity building on health promotion of Moldovan specialists in designing, conducting, monitoring and evaluating health promotion interventions, a practical tool COM-B (Capability Opportunity Motivation and Behaviour change) to help identify the sources of behaviour that are the targets of an intervention was developed based on districts health profiles and institutionalized at the SUMP "Nicolae Testemitanu" continue medical education.



Training on Health Promotion for Behavior Change (COM-B Model, Michie et al, 2011; adapted visualization), in Moldova, 2019 (left picture) and 2021 (right picture)

Conclusions

Capacity building of practical specialists, raise awareness of population and improve intersectoral collaboration by engaging Local Public Authorities and local stakeholders in planning and implementing health promotion interventions, taking into account the local evidence and context, and specific needs of the community, increase local capacity for non-communicable disease prevention and control.



References