HORUS

URBAN HEALTH

POLICY RECOMMENDATION 2

Connecting People to Sustainable Community-Based Prevention

How can health systems and municipalities help residents adopt and sustain healthier lifestyles?



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1. The Challenge

Providing healthy opportunities does not guarantee participation or lasting behaviour change. Residents may struggle to access suitable activities or maintain motivation, while promising initiatives often end when pilot funding finishes.

Stronger connections between healthcare services, communities and residents are needed to support long-term prevention.

2. What HORUS Has Shown

Through pilots in Valencia, Rijeka and Rotterdam, HORUS explored community-based activities and personalised support. Participants valued motivational interviews and reported that these helped them stay motivated, highlighting the potential of tailored guidance for healthier lifestyles.

3. Policy Recommendations

PR03 . Connect physical activity advice to a local activity people can join

Recommended Action

Health authorities should connect primary care teams with neighbourhood activity providers, helping people at risk of cardiovascular disease or type 2 diabetes find suitable activities, attend their first session and overcome participation barriers

HORUS Contribution

Community walks in Rotterdam and Rijeka and group exercise sessions in Rijeka and Valencia provide examples of activities that could be linked to primary care.

PR05 . Invest in neighbourhood health navigators to support sustained lifestyle change

Recommended Action

Health authorities and municipalities should fund neighbourhood health navigators trained in motivational interviewing to help residents set realistic goals, find suitable activities and receive personalised follow-up.

HORUS Contribution

Participants across the three pilots valued motivational interviews and reported improved motivation, providing a basis for continued personalised support.

PR06 . Use pilot evidence to decide what becomes a continuing public service

Recommended Action

Municipalities and health authorities should review prevention activities with residents and delivery partners, considering participation, outcomes and delivery needs. Successful initiatives should receive clear responsibilities and recurrent funding.

HORUS Contribution

HORUS provides experience delivering activities across three cities and collecting participant feedback to inform decisions on continuation or adaptation.

4. Key Message for Policymakers

Healthy opportunities create lasting impact when people can access and sustain them.

Connecting healthcare, community resources and personalised support can help turn local prevention initiatives into lasting public services