

HEALTH LITERACY IN THE VIMIOSO PLANALTO

Be a gift to Vimioso, bê present



PROJECT TAGLINE

Vimioso is a rural region whose population is essentially agricultural. Emigration and rural exodus explain the dramatic desertification of the region. The population is currently mainly made up of elderly people. The birth rate is quite low in the county. Due to geographic distance and communicational isolation, the population needs interaction and understanding regarding their health contexts. The development of health literacy is essential, so that the population can accept and understand the need to assume health promoting behaviors.

PROBLEM TO BE SOLVED

What strategies to promote people's health literacy in desertified and aging regions? How to promote health literacy and social interaction among Vimioso habitants.

HOW IT CAN BE DONE

Training in health education, developing synergy between the human resources of partner institutions.



BENEFITS

Increase social interaction; Increase non-digital health information; Increase quality of life; Reaching young audience through activities.