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As doutrinas expressas em cada um dos resumos são da inteira responsabilidade dos autores.

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The opinions expressed in each of the abstracts are the sole responsibility of the authors.

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## Health Literacy across the Mirandese Plateau

“Seja o Presente de Vimioso, seja presente”

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### ABSTRACT

**Project tagline:** Vimioso is a rural area where agriculture is the main occupation. Emigration and the rural exodus towards coastal cities (Bragança, Porto, Lisbon) have caused severe depopulation. The municipality's population is now largely elderly, with very low birth rates. Due to geographical isolation and weak communication networks, there is an evident need for stronger engagement and better understanding of health issues. Improving health literacy is therefore vital, empowering people to identify and adopt behaviours that promote well-being.

**Problem/Need description:** What measures can be introduced to raise health literacy in ageing, sparsely populated regions? How can awareness of health and social interaction be strengthened among the residents of Vimioso?

**Solution approach:** Deliver health education programmes that create collaboration between the human resources of partner institutions.

**Users/Target group:** Residents of Vimioso; pupils attending schools in Vimioso.

**Benefits:** Enhanced social interaction and quality of life; wider access to non-digital health information.