

**Një projekt i Agjencisë Zvicerane për
Zhvillim dhe Bashkëpunim SDC**



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Agjencia Zvicerane për Zhvillim
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Zbatuar nga:



Save the Children



DEVELOPMENT OF A NEW NORMATIVE ACT FOR HEALTH PROMOTION IN ALBANIA



Components of a normative act in health promotion

A normative act in health promotion typically comprises several key components to ensure its effectiveness, enforceability, and clarity. These components may vary depending on the specific context and objectives of the act, but commonly include the following:

- *Title and Preamble:* The act should begin with a clear and concise title that reflects its purpose. The preamble should provide an introduction to the act, outlining its objectives, rationale, and scope. It may also reference relevant laws, regulations, or international agreements.
- *Definitions:* Definitions section should clarify key terms and concepts used throughout the act to ensure consistency and understanding among stakeholders. This may include definitions of terms such as “health promotion”, “public health”, and specific terms relevant to the act’s focus.
- *Statement of Purpose/Objectives:* This section should articulate the overarching goals and objectives of the act, highlighting the intended outcomes and impacts on public health or specific health-related issues addressed by the act.
- *Scope and Applicability:* This should clearly define the scope of the act, specifying the geographical area, population groups, settings, and activities to which it applies. This section may also specify any exemptions or limitations.
- *Key Provisions and Regulations:* This is the core of the normative act, outlining the specific rules, requirements, prohibitions, and obligations imposed by the act. It may include provisions related to health promotion strategies, interventions, funding mechanisms, partnerships, enforcement measures, and monitoring and evaluation requirements.
- *Rights and Responsibilities:* This section should delineate the rights and responsibilities of relevant stakeholders, including government agencies, healthcare providers, individuals, communities, and other entities involved in implementing or complying with the act.
- *Enforcement Mechanisms:* This should specify the mechanisms for enforcing compliance with the act, including penalties for violations, regulatory oversight, inspection procedures, and dispute resolution mechanisms.

- *Implementation Plan:* This section should outline the steps and timelines for implementing the provisions of the act, including any necessary administrative, financial, or capacity-building measures. This may include allocation of resources, establishment of monitoring systems, and coordination mechanisms among relevant agencies.
- *Monitoring and Evaluation:* This should specify requirements for monitoring and evaluating the effectiveness and impact of the act, including indicators, data collection methods, reporting mechanisms, and timelines for periodic reviews or assessments.
- *Review and Amendment:* This section should provide procedures for periodic review and amendment of the act to ensure its continued relevance, effectiveness, and alignment with evolving health priorities, scientific evidence, and legal requirements.
- *Transitional Provisions:* If necessary, this section should include transitional provisions to facilitate the implementation of the act, such as phased implementation timelines, or temporary exemptions.
- *Final Provisions:* This section should conclude the act with miscellaneous provisions, including provisions related to interpretation, publication, entry into force, and any other administrative or procedural matters.

By including these components, a normative act in health promotion can provide a comprehensive and coherent framework for promoting public health, addressing specific health issues, and guiding the actions of relevant stakeholders.

Importance of normative acts in health promotion

Normative acts play a crucial role in health promotion by providing a legal and regulatory framework for promoting public health, ensuring safety, and implementing health interventions.

Below are summarized several key reasons highlighting their importance:

- *Legal Basis:* Normative acts, such as laws, regulations, and guidelines, establish the legal foundation for health promotion initiatives. They define the responsibilities of government agencies, healthcare providers, and other stakeholders in promoting health and preventing diseases.

- *Standardization:* Normative acts establish standards and norms for various aspects of health promotion, including healthcare delivery, disease prevention, nutrition, sanitation, and environmental health. Standardization helps ensure consistency and quality in health promotion efforts.
- *Public Health Protection:* Normative acts often contain provisions aimed at protecting public health by regulating harmful substances, ensuring the safety of food, water, and pharmaceuticals, controlling the spread of infectious diseases, and promoting healthy behaviours.
- *Resource Allocation:* Normative acts guide the allocation of resources for health promotion programs and interventions. They help prioritize areas of need and ensure that resources are directed towards evidence-based strategies with the greatest potential for impact.
- *Education and Awareness:* Normative acts may include provisions for public education and awareness campaigns to promote health literacy, encourage healthy behaviors, and raise awareness about emerging health threats.
- *Prevention of Health Risks:* Normative acts often address environmental and occupational health risks by setting standards for air and water quality, workplace safety, hazardous waste disposal, and other factors that can affect health.
- *Intersectoral Collaboration:* Normative acts may facilitate collaboration between different sectors, such as healthcare, education, urban planning, and transportation, to address the social determinants of health and create environments that support healthy lifestyles.
- *Evaluation and Monitoring:* Normative acts typically include provisions for monitoring and evaluating the effectiveness of health promotion interventions. This allows policymakers to assess progress, identify areas for improvement, and make adjustments as needed.

In summary, normative acts provide the legal and regulatory framework necessary for effective health promotion efforts, ensuring public health protection, standardization, resource allocation, education, prevention of health risks, intersectoral collaboration, and ongoing evaluation and monitoring of health outcomes.

Development of a new normative act in health promotion in Albania

Title: Healthy Lifestyles and Preventive Health Act

Objective: The objective of this normative act is to promote healthy lifestyles, prevent non-communicable diseases (NCDs), and improve overall population health in Albania through a comprehensive set of interventions and policies.

Key Provisions:

1. Promotion of Healthy Eating:

- Establishment of nutritional guidelines and standards for public institutions, including schools, hospitals, and government facilities, to ensure the availability of healthy and balanced meals.
- Implementation of educational programs to raise awareness about the importance of a healthy diet, portion control, and the risks associated with excessive consumption of unhealthy foods, especially those high in sugar, salt, and saturated fats.

2. Encouragement of Physical Activity:

- Integration of physical activity promotion into educational curricula at all levels, with dedicated time for physical education and extracurricular sports activities in schools.
- Creation of accessible and safe environments for physical activity, including the development of parks, walking paths, and bicycle lanes in urban and rural areas.
- Incentives for workplaces to provide opportunities for employees to engage in regular physical activity, such as gym memberships or onsite exercise facilities.

3. Tobacco Control Measures:

- Strengthening of tobacco control policies, including increasing tobacco taxes, implementing smoke-free environments in public spaces, and banning tobacco advertising, promotion, and sponsorship.

- Expansion of tobacco cessation services, including counseling, nicotine replacement therapy, and support groups, to help individuals quit smoking or using other tobacco products.

4. Alcohol Harm Reduction:

- Implementation of measures to reduce alcohol-related harm, such as restrictions on alcohol availability, increased taxes on alcoholic beverages, and enforcement of drink-driving laws.
- Promotion of responsible alcohol consumption through public awareness campaigns and education programs targeting both adults and youth.

5. Prevention and Screening for NCDs:

- Expansion of preventive health services, including regular health check-ups, screenings for NCDs such as diabetes, hypertension, and cancer, and promotion of healthy lifestyle behaviours during healthcare visits.
- Integration of NCD prevention and management into primary healthcare services, with a focus on early detection, treatment, and referral to specialized care when necessary.

6. Community Engagement and Empowerment:

- Encouragement of community-based initiatives to promote health and well-being, including support for grassroots organizations, community gardens, and peer support networks.
- Establishment of partnerships with civil society organizations, businesses, and local authorities to mobilize resources and implement health promotion initiatives at the community level.

Implementation and Enforcement:

The Ministry of Health and Social Protection, in collaboration with relevant government agencies, healthcare providers, educational institutions, NGOs, and other stakeholders, shall be responsible for the implementation and enforcement of this act. Adequate resources shall be allocated for capacity-building, monitoring, and evaluation of health promotion activities.

Conclusion:

The Healthy Lifestyles and Preventive Health Act aims to create an enabling environment for promoting healthy behaviors, preventing NCDs, and improving the overall health and well-being of the population in Albania. By implementing evidence-based interventions across multiple sectors, Albania can reduce the burden of disease and enhance the quality of life for its citizens.

Implementation of a new normative act in health promotion in Albania

Implementing a new normative act in health promotion in Albania requires careful planning, coordination, and engagement with various stakeholders. Below are listed some key considerations for successful implementation:

- *Stakeholder Engagement:* All key stakeholders should be involved from the outset, including government agencies, healthcare providers, community organizations, civil society groups, and affected populations. Consultation and collaboration ensure buy-in and support for the new normative act.
- *Needs Assessment:* A thorough needs assessment should be conducted to identify priority health issues, gaps in existing policies and programs, and areas where the new normative act can have the most significant impact. Input from diverse stakeholders should be considered and evidence-based data should be used to inform decision-making.
- *Capacity Building:* The capacity of relevant institutions and individuals responsible for implementing the new normative act should be carefully assessed. Training, technical assistance, and resources should be provided to build their knowledge and skills in health promotion strategies, monitoring, and evaluation.
- *Adaptation to Local Context:* The provisions of the new normative act should be tailored to the specific context and needs of Albania. Cultural, social, economic, and political factors that may influence implementation should be considered. It is important to ensure that the act aligns with existing laws, regulations, and policies.
- *Clear Communication:* A communication plan should be developed to inform stakeholders about the purpose, objectives, and requirements

of the new normative act. Clear and accessible language should be used to explain its implications for health promotion efforts and how stakeholders can participate and comply.

- *Resource Mobilization:* Necessary resources should be identified and secured, including funding, personnel, infrastructure, and technical support, needed to implement the new normative act effectively. Also, opportunities for partnerships with donors, international organizations, and the private sector should be explored.
- *Monitoring and Evaluation:* Mechanisms for monitoring and evaluating the implementation and impact of the new normative act should be established. Key performance indicators should be defined, relevant data should be collected, and progress towards achieving health promotion goals should be regularly assessed. Evaluation findings should be used to make evidence-based adjustments and improvements.
- *Enforcement and Compliance:* Strategies for enforcing compliance with the provisions of the new normative act should be developed. This may include establishing regulatory mechanisms, conducting inspections, imposing sanctions for non-compliance, and raising awareness about rights and responsibilities.
- *Sustainability:* The sustainability of health promotion efforts should be ensured by integrating the new normative act into broader health policies and systems. Institutional capacity should be built, ownership among local stakeholders should be promoted, and advocacy for continued political support and funding should be conducted.
- *Flexibility and Adaptability:* Flexibility and adaptability in the implementation process is required, recognizing that challenges and opportunities may arise. Responsiveness to feedback from stakeholders should be always in place and willingness to adjust strategies as needed to achieve the desired health promotion outcomes.

By following these tips and approaches, Albania can effectively implement a new normative act in health promotion, leading to improved public health outcomes and well-being for its population.