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Faculty of Medicine



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for GP training

# Brief Intervention: an important resource for innovative health promotion policies

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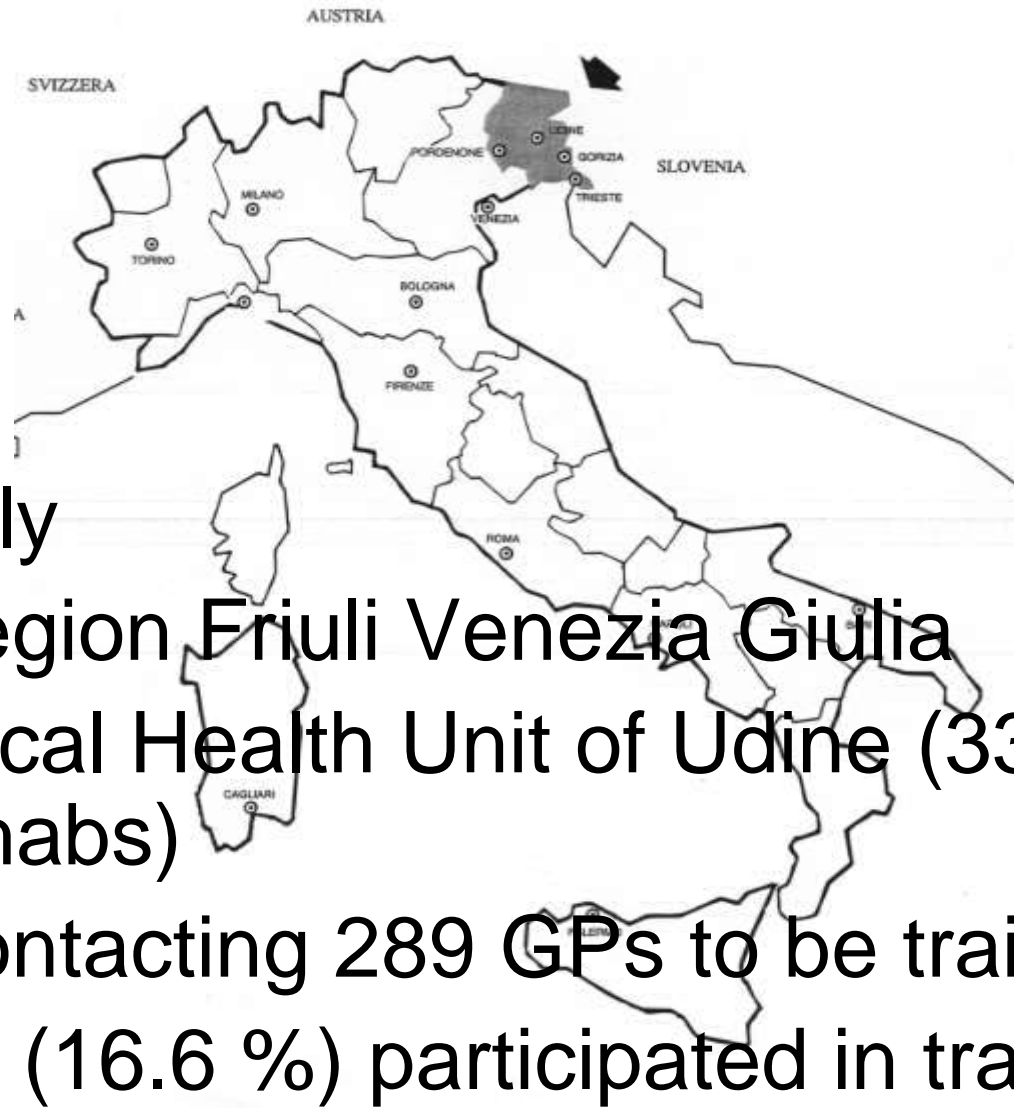


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ITALIA - ITALY  
REGIONE FRIULI-VENEZIA GIULIA



- Italy
- Region Friuli Venezia Giulia
- Local Health Unit of Udine (335.000 inhabs)
- Contacting 289 GPs to be trained in EIBI
- 48 (16.6 %) participated in training

Fig. 1 - Italia, Regione Friuli-Venezia Giulia.  
Friuli-Venezia Giulia Region, Italy.



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# How were they recruited?

- 23 GPs on voluntary basis
- 25 GPs with little financial incentive (50 cents x screened patient)



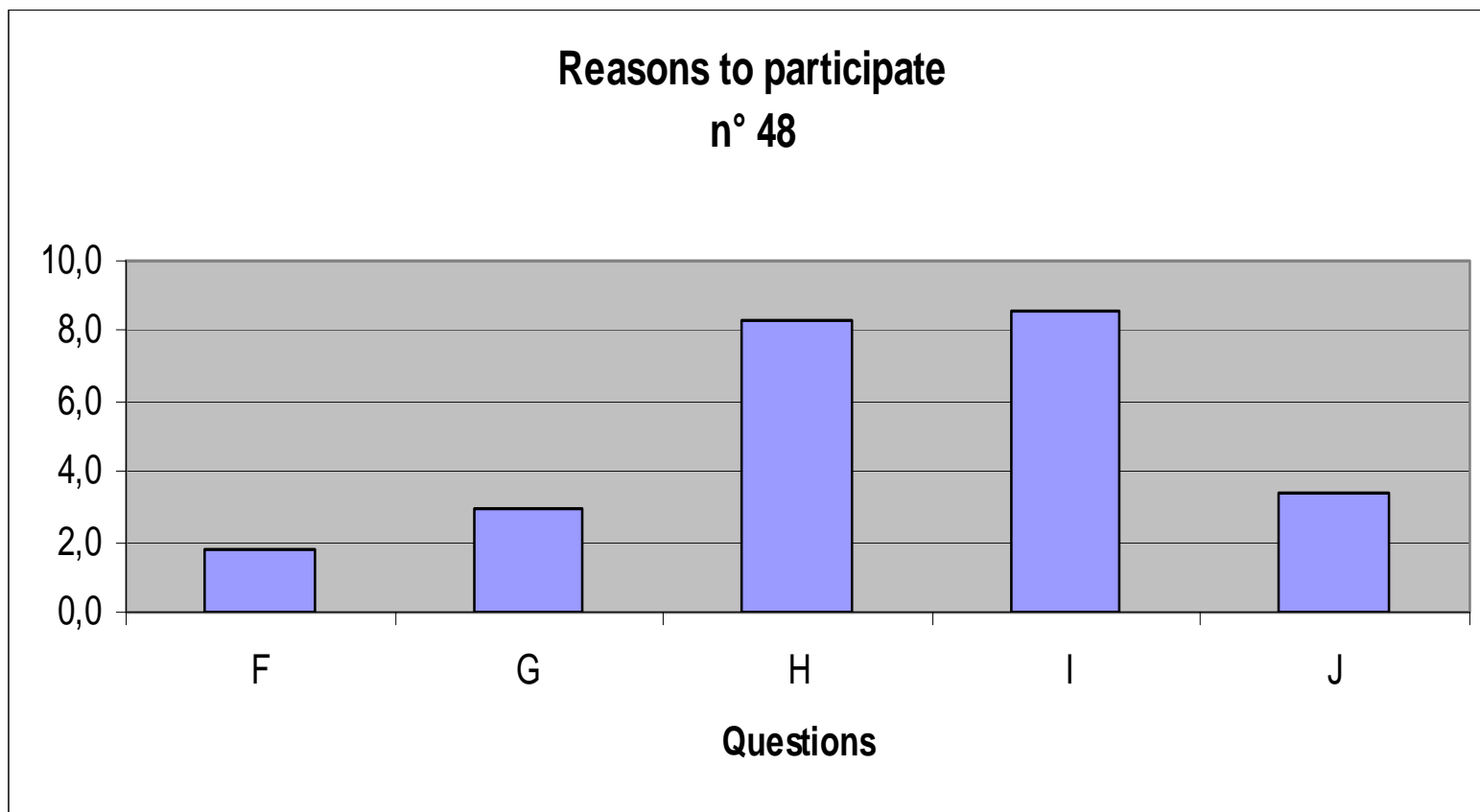
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- F = Financial incentives**
- G = Promoted by the LHU**
- H = To learn new techniques**
- I = A help for the office work**
- J = CME credits**

dr Pierluigi Struzzo



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# Linking SBI to HP policies

- SBI as a resource for the GP, not as a task to be performed
- SBI as a practical tool to build patients' capacities not only on alcohol consumption
- Underlining the importance of the Lickert scale (0-10) in evaluating the work done



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# How we do it, at GP level

- Identification
  - Audit-C score; BMI; smokers y/n; physical activity y/n;
  - Stages of change
- Motivational interview (Lickert scale)
  - “How important is it to change your lifestyle?”
  - “How confident are you to succeed?”
- Resources maximization (working on “positive”)
- Analyzing health determinants
- Follow-up



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# How we did it, at community level





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# How we did it, at community level

- Qualitative research: semi-structured interviews to the mayors of 34 municipalities (145.000 inhabs)
- Quantitative research: Health risks and health resources survey
- Pilot studies on:
  - Local community resources mapping
  - Community capacity building (empowering) courses





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# Where we are now with SBI

- Maximizing GPs capacities on lifestyles
- GPs maximize individual resources
- Allows a health determinants approach
  - GPs, Community nurse
- Integrating GPs into local communities
- Municipalities involvement to maximize community resources



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# Where we are now with SBI

- University of Udine (Faculty of Medicine)
  - Building capacities of medical students (6° year)
- Regional Centre for Training
  - Building capacities of GPs and pediatricians
  - 600.000 € funding for a cardiovascular risk reduction project based on SBI
    - 2008 - training the trainers and compulsory training for nearly 2000 GPs, pediatricians
    - 2009 - implementation
- Community research centre
  - Building capacities of the municipalities