



Healthy Living Prize 2018 – Here are the nominees!

"The Healthy Living Prize of the 'Tut gut!' initiative has an impact far beyond regional and – for the first time – national borders and serves as a platform for the exchange of ideas and experience between Austria's regions. The aim of the Healthy Living Prize is to introduce innovative projects in the field of health promotion and illness prevention to the general public and encourage people to be more aware of their own health," explains State Governor **Johanna Mikl-Leitner**.

By 31st October 2017, countless projects had been submitted from all over Austria and the Meuse–Rhine Euroregion. Both national and international jury members – all of whom are experts in medicine, exercise, nutrition, psychology and healthcare management – have now nominated the best projects for the "Healthy Living Prize 2018". Deciding factors included sustainability, innovation, creativity, number of participants and role-model potential/transferability.

"Once again this year there were a host of innovative projects that will encourage the public to pay more attention to the topics of illness prevention and healthy living. I'm looking forward to the ceremony and I'm very excited to see which projects will win," says State Minister **Ludwig Schleritzko**.

The prize is awarded in three categories: **Companies, Educational Institutions** and **Municipalities/Cities**. In each category, two winners (from across Austria and from Lower Austria) are selected by a jury. A cash sum of EUR 3,000 is awarded to the winner in each category. The winner of the "Healthy Living Prize for Europe" is chosen from all three categories by an international jury and is rewarded with a EUR 5,000 prize. In addition to the prize money, each winner receives a bronze trophy, which symbolises the Greek goddess of health, cleanliness and hygiene, Hygieia. The award ceremony will take place on **Sunday 14th January 2018** as part of an event in the Grafenegg Auditorium.

The Healthy Living Prize of the "Tut gut!" initiative seeks to shine the spotlight on the most creative, most sustainable and most innovative healthy-living projects from throughout Austria and – for the first time ever – other European countries too. Since 2008, over 1,600 projects have been submitted from all over Austria. Out of the hundreds of candidates put forward, the best 54 projects have received the Healthy Living Prize.





The following projects have been nominated for the "Healthy Living Prize 2018" by the jury of experts:

Companies category

- Cabin ready for Health / Austrian Airlines AG
- fit4life / Charitable association "Soziales Wohnhaus Neunkirchen" (Lower Austria)
- "Fit trotz Krebs" [Fit despite cancer] / Practice of Dr Elisabeth Neipp, Bad Vöslau (Lower Austria)
- "Gesunde MitarbeiterInnen - Gesunder Betrieb" [Healthy employees - a healthy business] / Forschung Burgenland GmbH
- "Gesundheit führt!" [Health leads the way!] Managers as the key to sustainable health promotion in businesses / Lower Austrian Health Insurance Fund
- "Unfallfrei von Anfang an" [Accident-free from the start] Prevention of domestic accidents among infants and young children / Upper Austrian Health Insurance Fund

Educational Institutions category

- "Glückskultur, Kulturgut, Saatgut, Sprechkultur, Beziehungskultur" [Nature, cultural heritage, relationships, communication, happiness] / Stift Zwettl Music School (Lower Austria)
- I love my heart! – Heart health = LIFESTYLE & PREVENTION / Wealth Health Project (Lower Austria)
- "Mach mit, bleib fit!" [Join in and stay fit!] / Christine Nachbauer (Vorarlberg)
- MOOVE / Schrems Middle School (Lower Austria)
- "Papa macht mit" [Dad can do it too] / MEN health centre for men and boys (Vienna)
- "Sport & Gesundheit als schulischer Schwerpunkt in der Oberstufe" [Sport & health as an educational focus at high school] / BORG Scheibbs High School (Lower Austria)

Municipalities/Cities category

- "Edible" Waidhofen an der Thaya / Working group of healthy community Waidhofen an der Thaya (Lower Austria)





- "Fußgesundheits im Kindesalter" [Foot health in childhood] / Franziska Maurhart, Health Care Administrator (Upper Austria)
- Healthy community of Eggenburg / Municipality of Eggenburg (Lower Austria)
- "Gesunde Nachbarschaft mit FamilienpatInnen vor Ort" [Healthy neighbourhood with local family sponsors] / SPES GmbH (Upper Austria)
- "Iss gut – sportlich, köstlich" [Eat well – delicious food at sporting events] / "Iss gut - tut gut" working group (Lower Austria)
- "MahlZeit – gemeinsam essen, reden, lachen" [Mealtime – eat, talk and laugh together] / Waldviertel Kernland Regional Association (Lower Austria)

"Healthy Living Prize for Europe"

- euPrevent Senior Friendly Communities Euregio Meuse-Rhine / euPrevent Geleen
- MijnBreincoach: A public health awareness campaign to promote a brain-healthy lifestyle / Alzheimer Centrum Limburg
- Roermond, city for everyone / City of Roermond

For more information, visit www.vorsorgepreis.at

Queries:

"Tut gut!" initiative, PR and corporate communications

Thomas Klemm

Mobile: +43 676 858 72 34 200 - E-mail: thomas.klemm@noetutgut.at

