

## The Netherlands

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### **"Striving For a Healthy Crisis"**

The Dutch week of public health took place from the 6th to the 12th of April, coinciding with World Health Day. The motto for this year was "Striving for a Healthy Crisis". An initiative of the Dutch Public Health Federation (NPHF), the aim: to generate broad media attention, putting public health on the agenda. The government has said that to survive the crisis we must invest in sustainability and strengthen the knowledge economy. Through the public health week the NPHF want to emphasise that public health is a part of this, stressing that health=wealth.

Healthy eating and living must not be compromised because of hard economic times. Alcohol abuse, neglect and depression are often common consequences during periods of economic downturn and this week was organised to prevent this happening. Events and activities were therefore organised to raise public awareness and motivate the public to invest in their own health.

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