



# Project “Woman – Health Model”

BRICS WOMEN'S STARTUPS CONTEST  
*Health and Medicine*



# Maria Lopatina

Head of the Project

Head of the Laboratory of Integrated Preventive Programs

National Medical Research Center for Therapy and Preventive Medicine

Health literacy expert of the WHO Action Network

More than 12 years in Preventive Medicine

Master of Public Health

PhD





## Health is a daily choice

- ✓ Walk up the stairs or take the elevator?
- ✓ Contact a doctor or Doctor Google?
- ✓ Go to workout or lie on the couch?
- ✓ Make healthy food choices or buy a junk food?

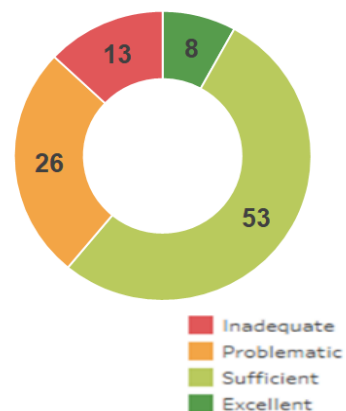




# Health Literacy survey in Russia

First population-based study on health literacy in the Russian Federation

**40% of the population have low or problematic health literacy level**



Health information processing skills	Gender	
	Male (mean)	Female (mean)
Search	80,60	81,34
Understanding	80,34	80,74
Evaluating	70,08	71,22
Use	75,01	76,18

**Evaluating health information and using it cause the greatest difficulties among the population both in men and women**



## The role of women in strengthening health in family

**Control of behavioral risk factors for non-communicable diseases**

**Motivation for all family members for a healthy lifestyle**

**Control of the timely medical examinations and vaccinations by family members**

**Control of the adherence to treatment in case of illness**

**Formation of a favorable comfortable psychological climate in the family**



# Woman – Health Model



**Aim of the Project** - increasing women's health literacy, developing healthy habits, communication skills with others about health and involving community in a healthy lifestyle by their own example





# Project implementation stages



1



Health Literacy assessment

2



Health Models' School

3



Health Models' Contest

4



Project effectiveness assessment



Leading experts from different spheres of medicine and public health

## Health Models' School

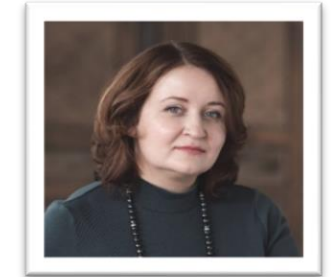
### **Maria Lopatina**

PhD, Master of Public Health, Head of the Laboratory, National Medical Research Center for Therapy and Preventive Medicine



### **Liubov Drozdova**

PhD, Head specialist in preventive medicine of the Russian Ministry of Health



### **Elena Zyatenkova**

PhD, Head of the Clinic for Predictive and Integrative Medicine of the National Medical Research Center for Therapy and Preventive Medicine



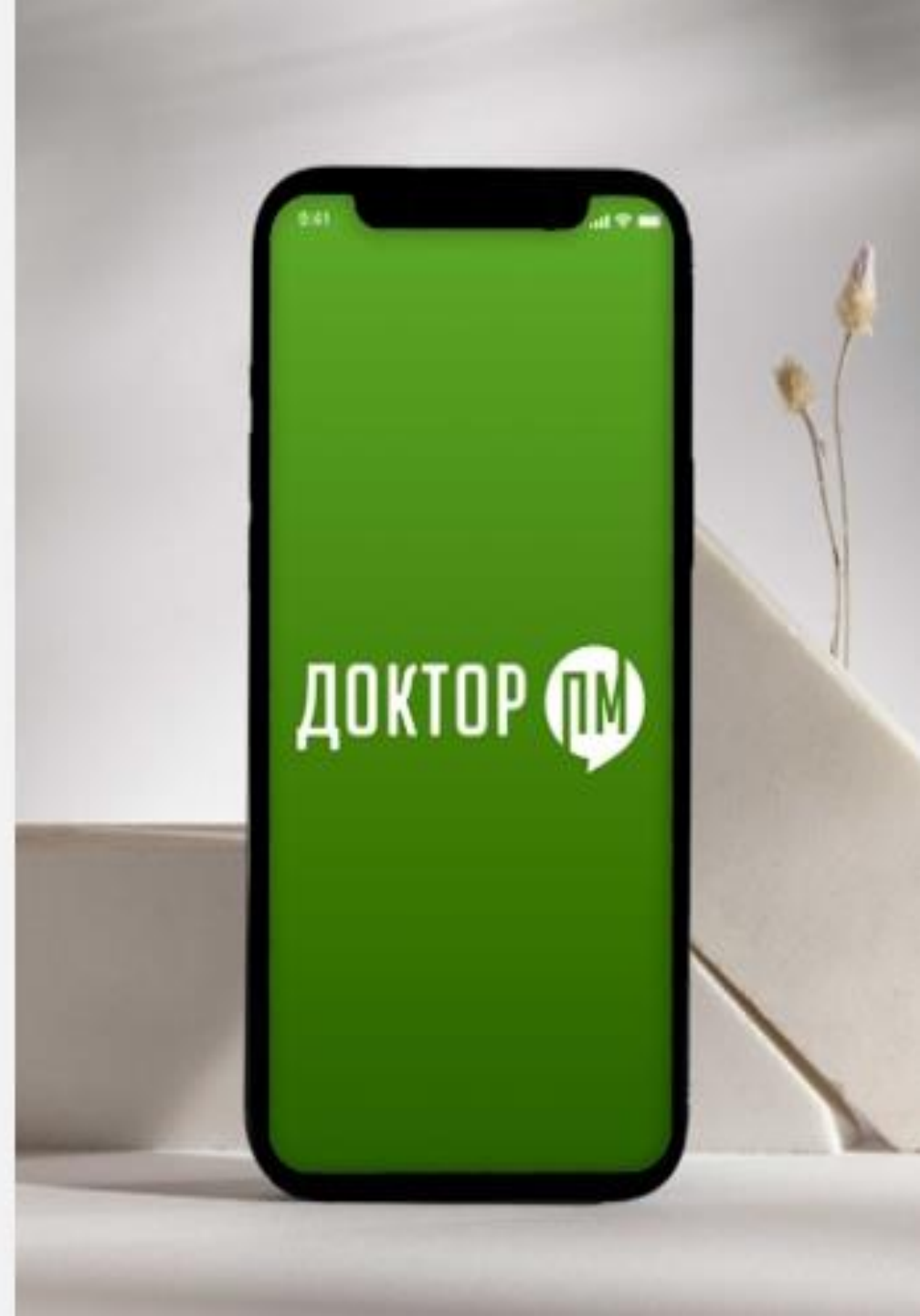
### **Sofia Eliashevich**

PhD, dietitian, scientific director of the Clinic for weight correction and sleep of the National Medical Research Center for Therapy and Preventive Medicine

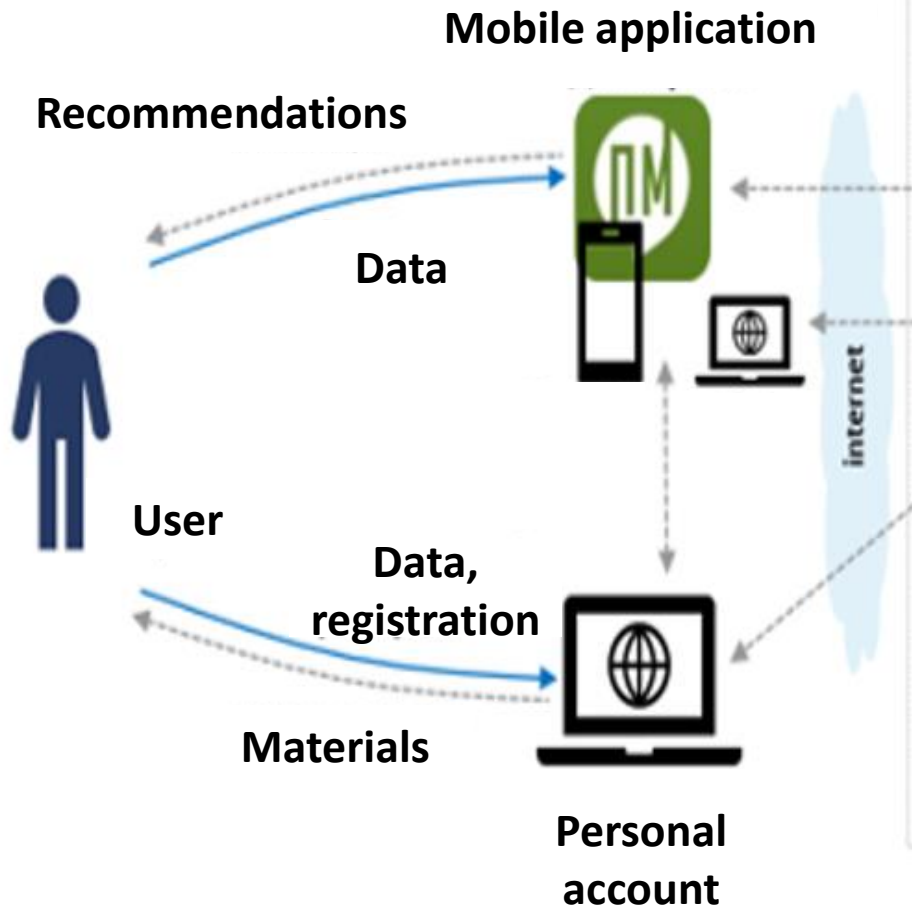




**Digital Platform  
Doctor PM  
personal assistant in health**



# Digital Platform Architecture



## User

- ✓ Follows recommendations
  - ✓ Measures weight and steps (with pedometer) once every 3 days and downloads data via a mobile application
  - ✓ Fills out a food diary once every 7 days at the request of the application
- ✓ Receives from a chatbot during 6 months:
    - text messages: support, information, motivation, feedback
    - links to additional information materials



# Health Models' Contest

## Aim of the contest

- Select the best initiatives of women to motivate and involve others in a healthy lifestyle
- Promote and support women in creating a healthy lifestyle

## Contest nominations

- ✓ Healthy eating
- ✓ Increasing physical activity
- ✓ Mental health and wellbeing
- ✓ A Holistic Approach to Health
- ✓ Women's health
- ✓ Healthy family



*You are a model and Life is your podium!*



## What do project participants get?

- ✓ Reliable information and skills on health promotion, disease prevention and control in a simple way
- ✓ Improvements of health indicators (loss of body weight, increase in physical activity, healthy eating habits, normalization of blood pressure)
- ✓ Experience in applying health information in everyday life and skills in communicating about health with others and engaging
- ✓ Community of like-minded people and support
- ✓ Opportunity to promote project and business
- ✓ A sense of belonging and contribution to solving an important social task on strengthening public health
- ✓ Privileges in local community: participation in local events, media publicity



# Pilot region of the project in 2023 – Yamal-Nenets Autonomous Okrug



**13 municipalities** of the Yamal-Nenets Autonomous Okrug  
**24 municipal coordinators**  
more than **2000 women** participants  
**25 projects** submitted to the Health Models' Contest



*The community of health models in Yamal is still alive and growing*





## Winners of the Health Models' contest in Yamal region



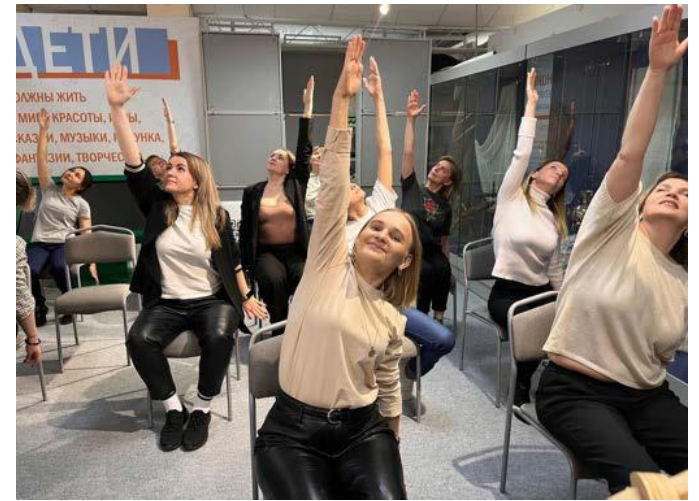
**Natalia Gamaliyeva**  
Noyabrsk town,  
Yamal-Nenets Autonomous Okrug

## Nomination "Increasing physical activity" 1st place

### Project "Physical Activity at a Work Place"

**The goal of the project** is to increase efficiency, improve health and prevent stress and fatigue, as well as popularize and support a healthy lifestyle at the workplace

**The main target audience** is employees of the Municipal budgetary cultural institution "Museum Resource Center"





## Nomination “Healthy Eating” 1st place

### Project Online bakery and confectionery “Delicious without sugar”

**The goal of the project** is to help people with dietary restrictions diversify and enjoy their diet to live a full life

**The main target audience** - people with dietary restrictions (diabetes, allergies for gluten, milk, eggs and other ingredients that are used in traditional confectionery production)



**Elena Safonova**  
Noyabrsk town,  
Yamal-Nenets Autonomous Okrug







# Nomination “Healthy Family” 1st place

## Project “Friends of the Water”

**The purpose of the project** is to organize and conduct family leisure with health benefits

**The main target** audience families with children



**Adelia Mukhamadullina**  
Muravlenko town,  
Yamal-Nenets Autonomous Okrug





# Awarding the winners of Health Models' Contest in Noyabrsk Yamal-Nenets Autonomous Okrug







The project has received a patent and is ready for scaling up

РОССИЙСКАЯ ФЕДЕРАЦИЯ



ПАТЕНТ

НА ПРОМЫШЛЕННЫЙ ОБРАЗЕЦ

№ 143016

СХЕМА «МОДЕЛЬ РЕАЛИЗАЦИИ ПРОЕКТА  
«ЖЕНЩИНА-МОДЕЛЬ ЗДОРОВЬЯ»

Патентообладатель(ли): *Федеральное государственное бюджетное учреждение «Национальный медицинский исследовательский центр терапии и профилактической медицины» Министерства здравоохранения Российской Федерации (RU)*

Автор(ы): *Лопатина Мария Владимировна (RU), Усова Екатерина Витальевна (RU), Концевая Анна Васильевна (RU), Дранкина Оксана Михайловна (RU)*

Заявка № 2024502367

Приоритет(ы) промышленного образца 25 апреля 2024 г.

Дата государственной регистрации в Государственном реестре промышленных образцов Российской Федерации 25 июля 2024 г.

Срок действия исключительного права на промышленный образец истекает 25 апреля 2029 г.

Руководитель Федеральной службы  
по интеллектуальной собственности

документ подписан электронной подписью  
Сертификат 4296640633633640196183b73b4aa7  
Владимир Зубов Юрий Сергеевич  
Действителен с 10.07.2023 по 02.08.2024

Ю.С. Зубов







## Publications about the Project in media

Coverage 21 500 people

### Publications on TV and social media:

- <https://tvmig.ru/news/zhitelnitsy-noyabrsk-predstavlyat-svoi-proekty-na-regionalnom-etape-konkursa-model-zdorovya/>
- [https://vk.com/wall-36537606\\_148026](https://vk.com/wall-36537606_148026)
- [https://vk.com/wall-36537606\\_137673](https://vk.com/wall-36537606_137673)
- <https://ok.ru/tvmig/topic/157246994974203>
- [https://vk.com/wall-36537606\\_135727](https://vk.com/wall-36537606_135727)

### Publications in Noyabrsk:

- Radio [https://vk.com/video-36537606\\_456258395](https://vk.com/video-36537606_456258395)
- Noyabrsk Inform :
- <https://noyabrsk-inform.ru/shest-zhitelnic-goroda-voshli-v-chislo-pobeditelnic-federalnogo-konkursa-zhenshhina-model-zdorovja>
- <https://noyabrsk-inform.ru/v-noyabrsk-nagradili-pobeditelnic-proekta-zhenshhiny-jamala-za-zdorovoe-obshchestvo>
- <https://ok.ru/noyabrsk.inform/statuses/156718481294198>
- [https://vk.com/wall-93151973\\_7636](https://vk.com/wall-93151973_7636)



## Expected Measurable Results



### Knowledge and skills regarding health information:

Increase of health literacy rate - 90%



### Health indicators:

Achieving the target level of body weight loss - 5% of the initial level in 6 months



### Development of Health Models community:

Increase of number of trained health models – 90%



### Involving the community:

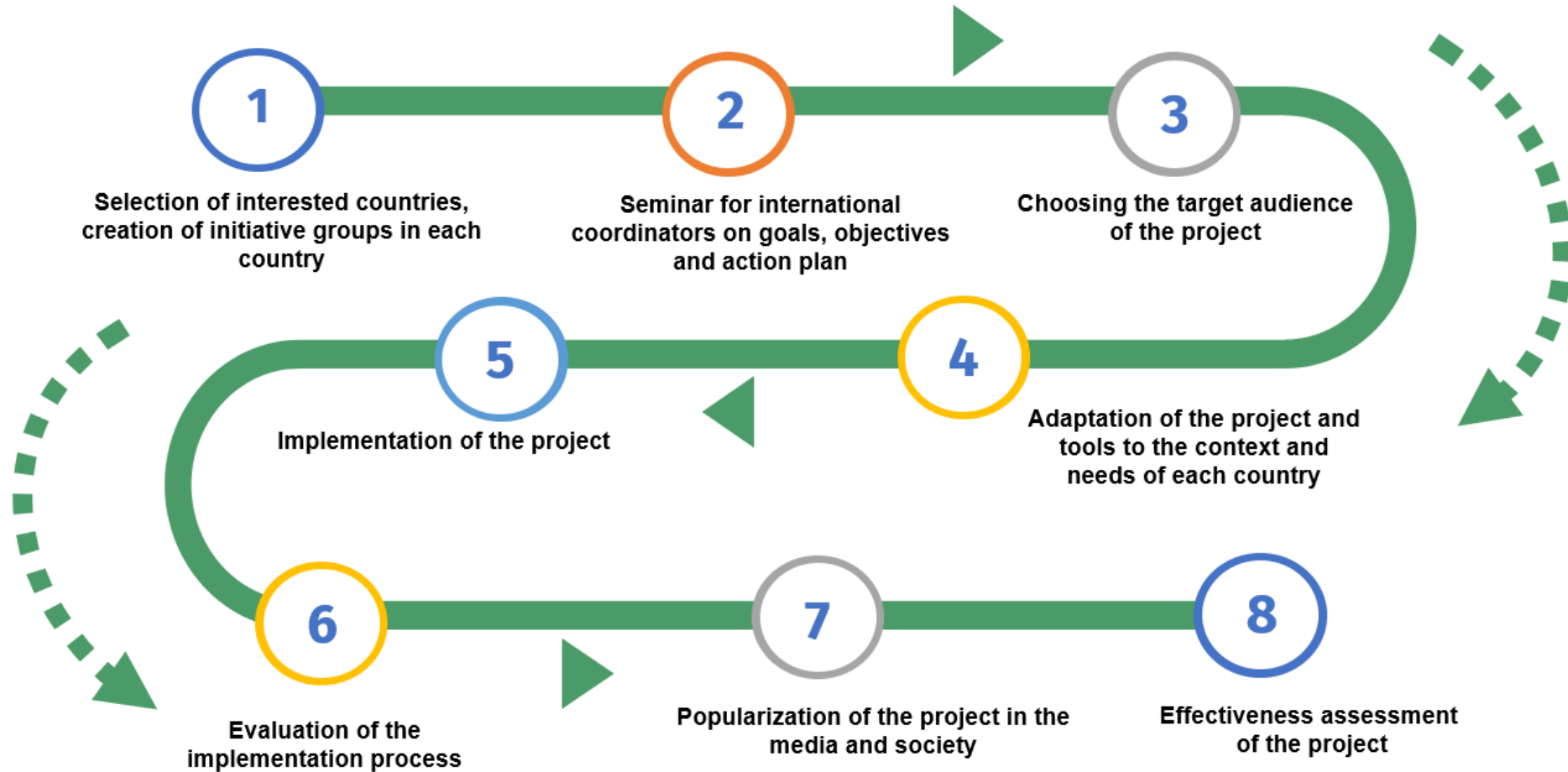
Increase of the number of community members involved in a healthy lifestyle – 90%



# Competitive business advantages

- ✓ Contribution to a healthy future for society
- ✓ Using the scientific and social potential of the project to strengthen the marketing and PR campaign
- ✓ Improving the quality of healthy lifestyle projects based on a scientific approach and preventive medicine
- ✓ Increasing the number of information for media coverage
- ✓ Increasing awareness and attractiveness of the company's brand from the point of view of social responsibility

# Strategy for project implementation at the international level





# Join the project Woman - Health Model



Join the project



<https://health-model.gnicpm.ru/>