



Intergenerational Coexistence & Health Promotion under the framework of Cinema and Health Programme





CINEMA AND HEALTH

The Cinema and Health Programme aims to promote health using cinematographic language, supporting the educational efforts of Secondary School teachers.



Cinema and Health

The Cinema and Health Programme aims to promote health using cinematographic language

-  Initiated in 2001
-  By the General Directorate of Public Health of the Department of Health, in collaboration with the Department of Education of the Government of Aragon



The programme encompasses three main areas

A

Use of cinema in the classroom

- Participating centres and teachers receive educational materials to facilitate classroom activities.

B

Training activities and exchange of experiences

- These activities aim to motivate and energize participation in the Cinema and Health initiative, facilitating its practical application.
- Refresher days and courses on creating short films are also held to encourage new experiences.

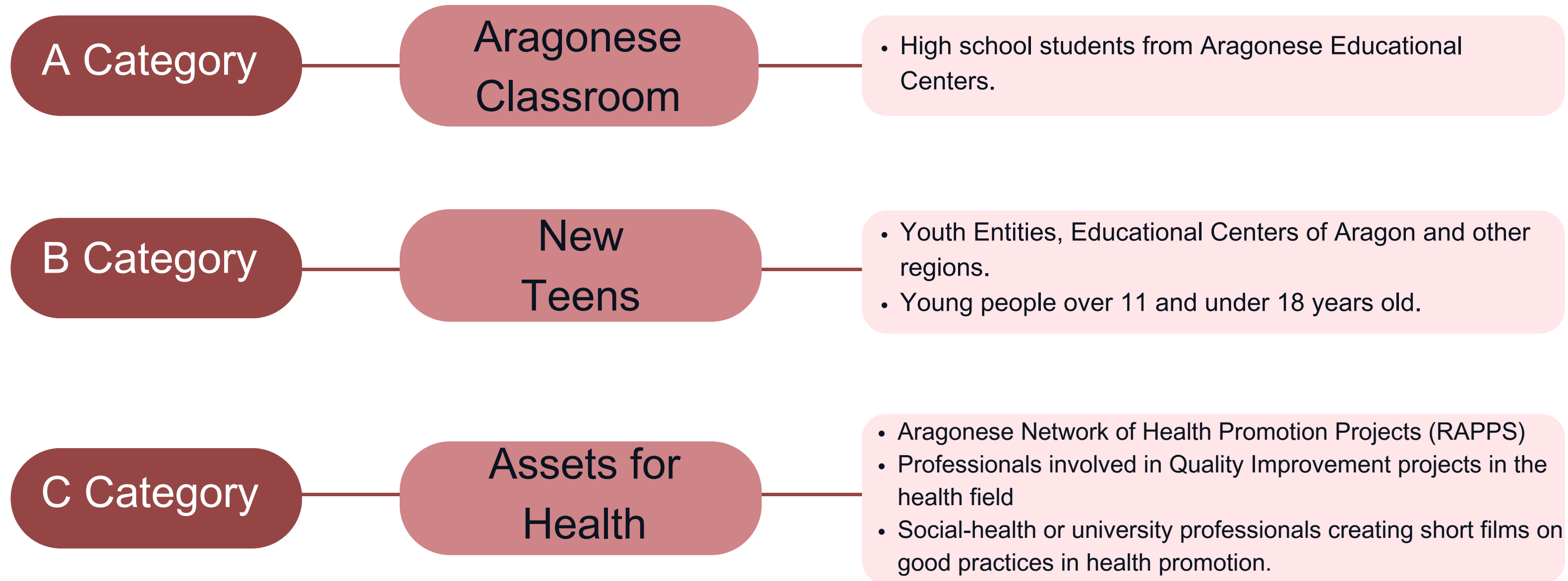
C

Creation of audiovisual messages on health issues

- The annual Film and Health Competition, held since 2001, encourages educational centres to produce audiovisual materials created by students with the support of their teachers.

Cinema and Health Competition

Annual competition held since 2001. The main categories are:



The contest highlights good practices in health promotion in Aragon.

Intergenerational coexistence, a need identified by the community and depicted in the short films, underscores the positive impact of intergenerational connections and the vital role each generation plays in society.

Cinema and Health Competition

- The competition has awarded 24 prizes

Over the years, these short films have narrated the stories, problems, and needs identified by the community.

- The special '**Intergenerational Coexistence**' award honours short films that promote:
 - Coexistence
 - Healthy aging
 - Combat ageism, discrimination based on age
 - Unwanted loneliness

Special Award 'Intergenerational coexistence'

2024 Convivencia intergeneracional en Mas de las Matas



Residencia de ancianos Guadalupe

2023 Valóral@s



Colegio Santa Ana

2022 Libres y Valientes



12 Nubes

2021 Tablas



IES Pedro de Luna

2020 Femenino Singular



IES Miguel Servet

- In 2024 the special « Intergenerational coexistence » award was awarded to the short film «Intergenerational coexistence at Mas de las Matas ».



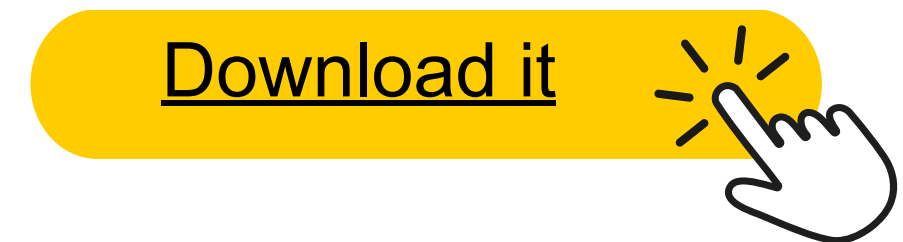
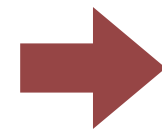
- This short film shows the networking with professionals from the health center, the children's play center and the « Guadalupe » nursing home with the collaboration of the town hall of Mas de las Matas (Teruel, Aragón).



- The main objective is to alleviate loneliness and boredom and to improve the physical and cognitive activity of the elderly.

Technical and artistic details of the finalist works are published and compiled into a **teaching guide for teachers**:

Teaching
guide





Guía Didáctica

**XXII CERTAMEN
CINE Y SALUD 2024**

www.cineysalud.com

**Example of
activity included
in the Guide**



19 CONVIVENCIA INTERGENERACIONAL en Mas de las Matas



Contenidos de Salud:

Salud emocional, actividad física saludable, convivencia, responsabilidad comunitaria.

Sinopsis:

Desde la residencia y la ludoteca se detecta una necesidad como el aburrimiento y falta de estímulos en los usuarios de la residencia y en los usuarios de la ludoteca, se inicia el trabajo en red con los profesionales del centro de salud para dinamizar y mantener actividades de promoción de la salud y la convivencia que no sean de un día puntual sino mantenidos en el tiempo. El objetivo principal es paliar la soledad y aburrimiento y mejorar la actividad física y cognitiva de los usuarios.

FICHA TÉCNICA Y ARTÍSTICA

Realizado por los residentes de la Residencia Guadalupe y los niños usuarios de la Ludoteca, ambos de la población de Mas de las Matas. Colaboran Centro de Salud y Ayuntamiento de Mas de las Matas. Nº participantes: 71. Coordinan, dirigen y guion: Pilar Lecina, Cristina Gonzalez, Maribel Blasco y Judith Morillas. Montaje: Alberto Librado.



Cuestiones para el debate posterior al visionado

1. ¿Crees que es importante que las diferentes generaciones se relacionen y compartan espacios? ¿Por qué?
2. Después de ver el corto, ¿qué crees que les une y tienen en común los niños y ancianos?
3. Enumera los beneficios que esta convivencia pueda tener en los ancianos.
4. Enumera los beneficios que esta convivencia pueda tener en los niños.



The Cinema and Health programme is an engaging and effective tool for addressing diverse health topics, fostering a deeper understanding of emotional aspects, developing personal skills, and encouraging reflection on everyday situations.

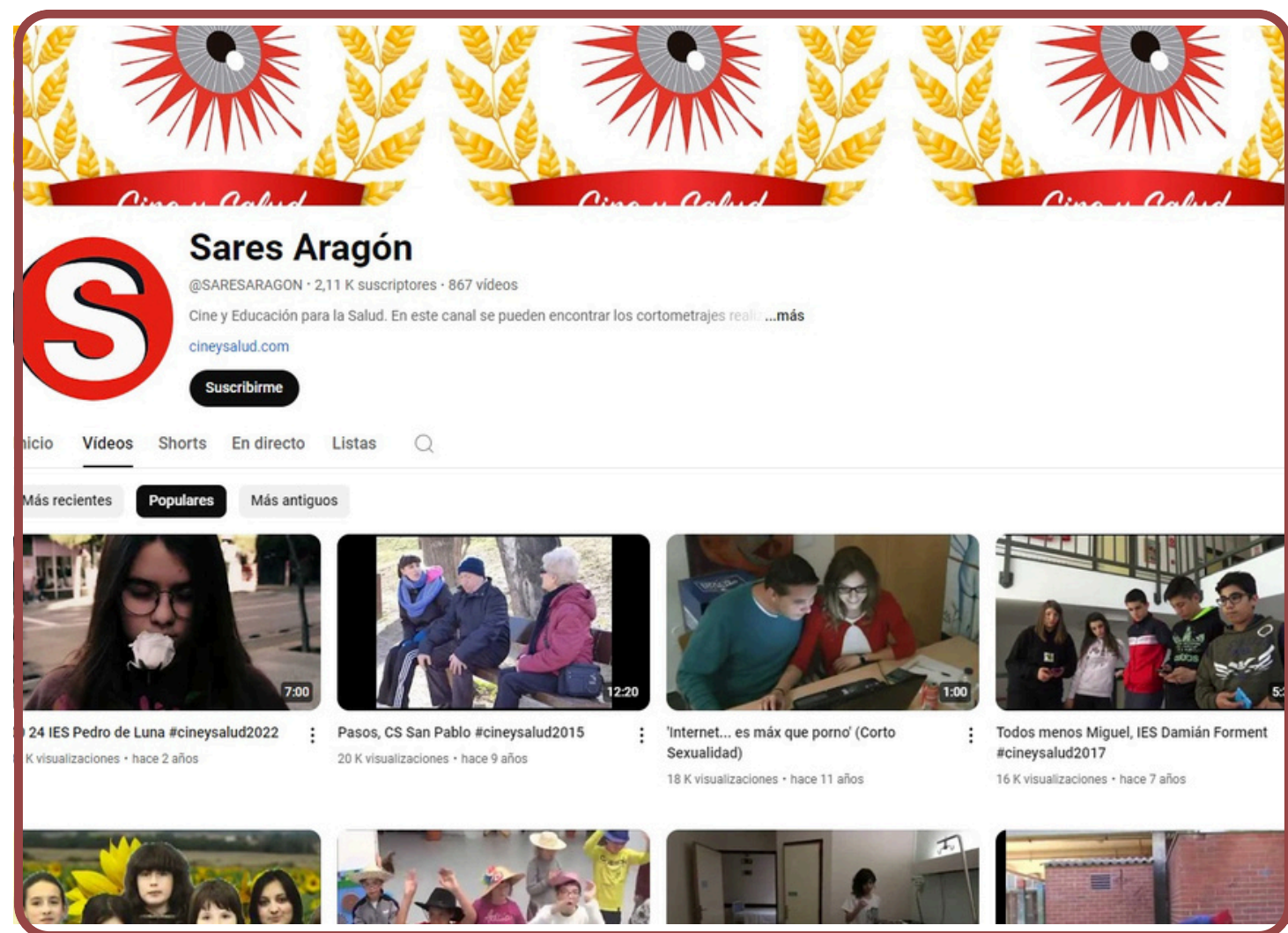
Achievements

The Cinema & Health Programme has earned high regard over its 22-year history.

- In 2023-2024, **65 secondary education centres** participated, with the involvement of **521 teachers** and **12,891 teenagers**.
- The evaluation shows that **81% of teachers** find the material useful for achieving health education objectives, **80,9%** believe it engages and involves students, and **85,3%** report good satisfaction with the programme.

Achievements

- In the [2024 competition](#), **86 short films and spots** were submitted. Of these, **62** were featured in the online exhibition on the [YouTube channel](#), and **23** made it to the final.
- The YouTube channel has garnered **1,016,941 views**. The website has received **636.854 views**.



Cinema and Health Awards

The Cinema and Health initiative has aroused interest beyond Aragon and Spain.

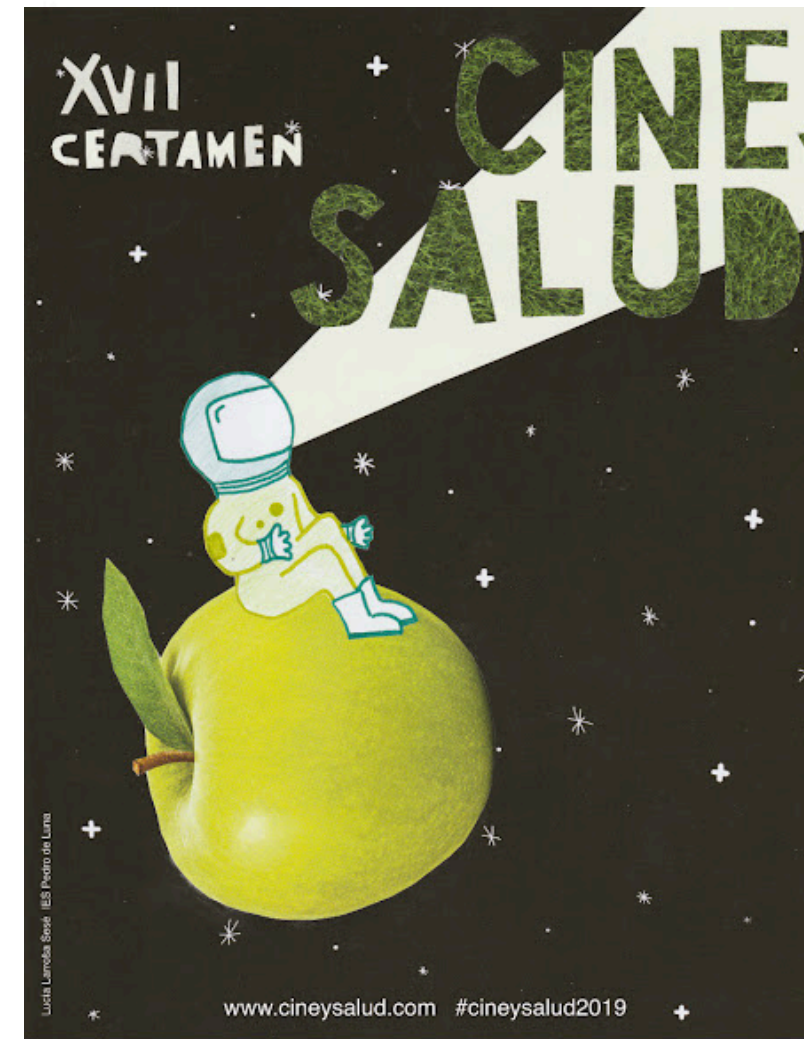
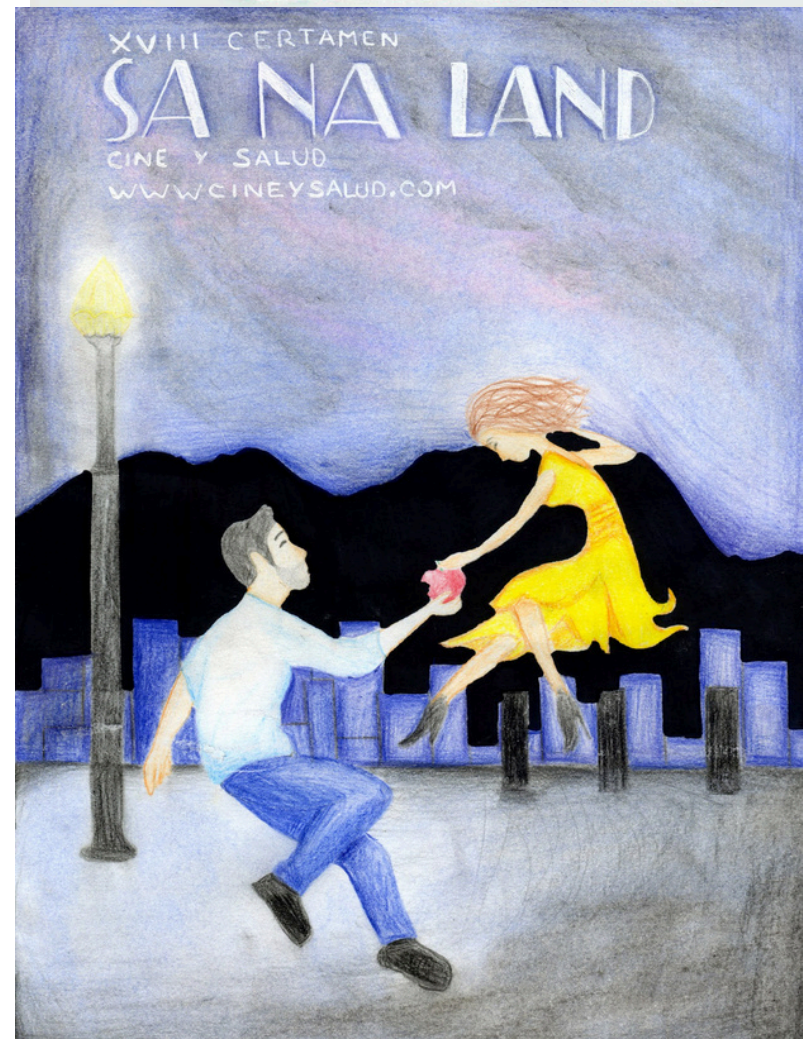
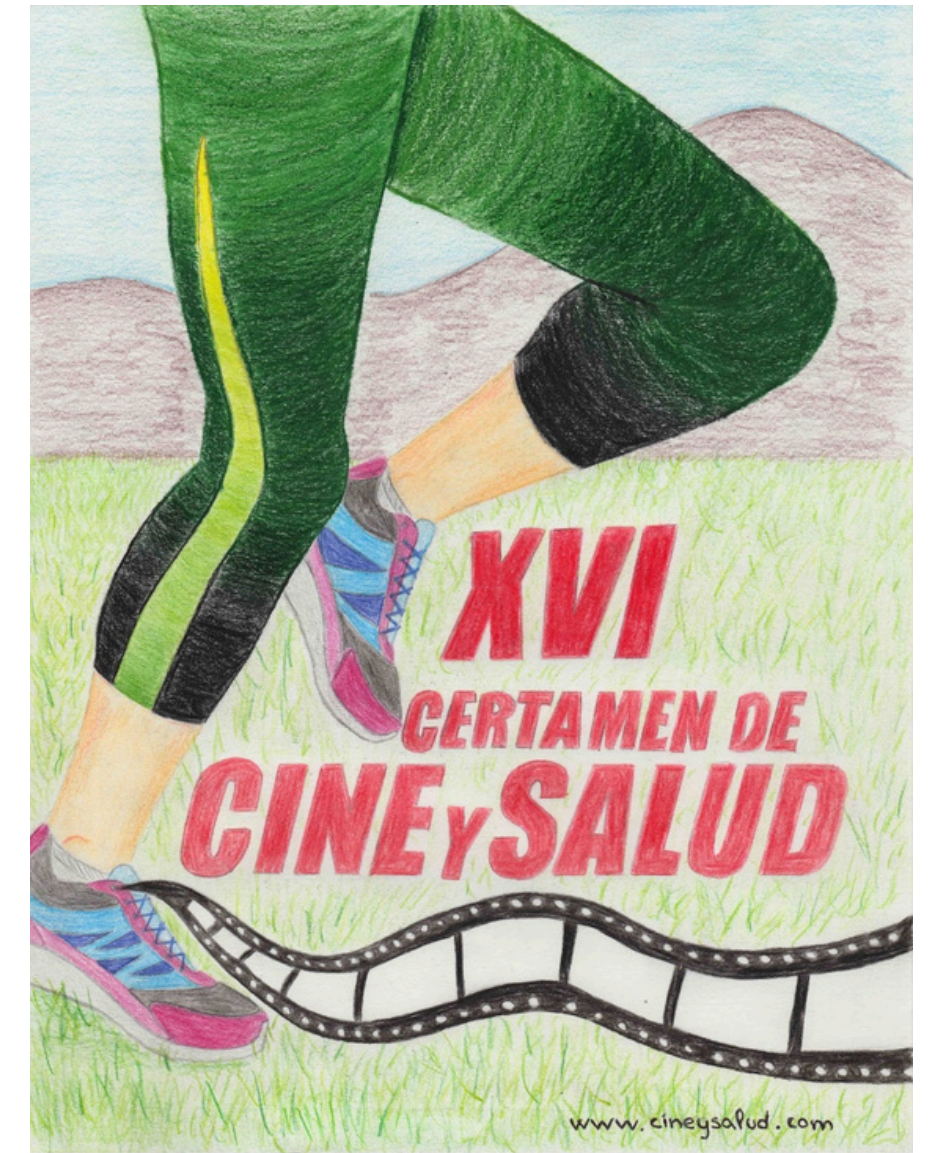
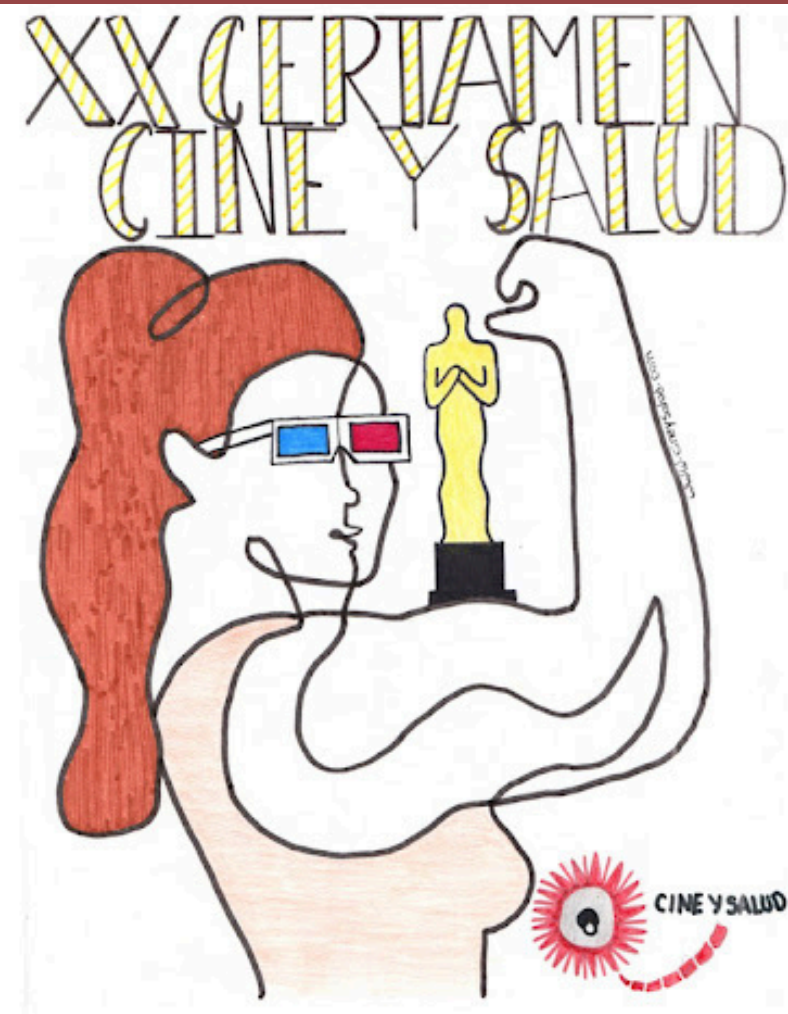
- In July 2010, it was showcased at a workshop during the **20th World Conference of the International Union for Health Education and Promotion (IUHPE)** in Geneva (Switzerland).
- In 2016 it was honoured at the closing ceremony of the Zaragoza International Youth Film Festival of the Zaragoza Film Festival
- In 2024, the Cinema and Health Competition received the **2024 National MICE Award** for its dedication to health education through media and information literacy, as well as its promotion of values and good practices for adolescence.

Coinciding with **World Health Day** (April 7), the Cinema and Health Ceremony is held annually



Summary of the XXII edition of the Cinema and Health Ceremony held in Zaragoza, on April 13, 2024





Social Networks

Cinema and Health Blog

<https://cineysalud.blogspot.com/>

Education for Health Website

<https://eps.aragon.es>

Youtube Channel

https://www.youtube.com/@SARE_SARAGON/playlists

Cinema and Health X [@cineysalud](#)

Contact

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