



## Newsletter

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### Editorial

Dear readers,

Thank you very much for your positive feedback to the first issue of the HPH Newsletter in its new design! The current issue informs you about important decisions taken by the last HPH General Assembly and Governance Board Meetings in Berlin (May 14), and contains reports on the last International Conference and Summer School. In the partners section, you will find a report on WHO's Tallinn conference, links to new tools on advocating against chronic diseases and fighting stigma, and an outline on DG SANCO's strategy priorities for the period 2009-2014. The section on HPH members reports on two new networks and a new task force (TF), on ongoing activities in England and Germany and the TF on Health Promotion for Children and Adolescents in & by Hospitals. Finally, we have prepared a choice of recommended events, publications and links for you. As always, please send any feedback, comments or contributions for the next issue (deadline: August 25) to

[hph.soc-gruwi@univie.ac.at](mailto:hph.soc-gruwi@univie.ac.at)

We wish you a health promoting summer!

*Jürgen M. Pelikan, Christina Dietscher, Vienna*

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### Developments in the International HPH Network

#### Meetings of HPH General Assembly and Governance Board on May 14

The 14th HPH meeting of national / regional HPH coordinators and task force leaders took place on May 14, 2008, in Berlin, Germany.

The General Assembly meeting marks a historical moment in the HPH history, since one of the most important points on the agenda was the approval of the **HPH Constitution** (available for download at <http://www.who-cc.dk/>). With the coming-into-force of this document, the HPH Network is constituted as an international association. The HPH Network will continue its close relationship with WHO, and this will be described in a Memorandum of Understanding (MOU) signed by both HPH and WHO. Thus, the cooperation will be secured both formally as well as in practice.

Another fruitful outcome of the meeting was the approval of **two new networks** and **one new task force** by the General Assembly: the Spanish Regional HPH Network of Catalonia, the Canadian Regional HPH Network of Toronto, and the new task force "Tobacco free United" which shall focus on joint strategies and activities of Health Promoting and Tobacco-Free Health Services.

A very important point on the agenda was to further discuss and develop the **HPH Strategy** which shall for the first time in the HPH history define and prioritise common international goals and activities. In the next few months the Governance Board will finalize the strategy, based on and including the important and valuable feedback from the General Assembly.

Furthermore, a new Governance Board was elected for a two year period, now consisting of Zora BRUCHACOVA (Slovakia), Louis COTÉ (Canada),

Christina DIETSCHER (Austria), Carlo FAVARETTI (Italy), Margareta KRISTENSON (Sweden), Irena MISÈVICIENE (Lithuania), and Yannis TOUNTAS (Greece). Shu-Ti CHIOU (Taiwan) was nominated as observer, representing the first HPH Network in the Asian continent.

In the subsequent meeting of the newly elected Governance Board, the Board constituted itself and elected a chair (Yannis Tountas) and a vice chair (Lois Cotè). The board started to set out its work plan for the next two years, including further work on the HPH strategy, and activities related to global dissemination of HPH.

The full reports on the meetings of the General Assembly and the Governance Board will be published in the middle of July at <http://www.who-cc.dk/library>

## International HPH Events

### 16th International Conference on Health Promoting Hospitals and Health Services in Berlin 2008

*Motivation for future tasks and challenges!*

Life and success have a lot to do with chances and opportunities. For the German HPH-Network it was a huge opportunity to host this year's International HPH-Conference in Berlin. In collaboration with the Ludwig Boltzmann Institute, Vienna and our local agency CTW we wanted to take this opportunity to offer the participants an attractive programme, to create a good atmosphere in nice surroundings and to increase the awareness for our work within Germany.

After speaking to a lot of different participants and going through the evaluation forms I can say that we reached our goals. For sure, there are always things which can be done better and you learn a lot about this as local host. However, the dynamic of the participants, their way of exchanging knowledge, of discussing and of socializing is a good indicator that the HPH-Community from all over the world is lively and highly motivated. We offered some new presentation formats like the electronic poster session which was intensively discussed from enthusiasm to objection. The panel discussions tried to integrate the audience in important key topics. New ways of

presenting are also a way towards improvement and we learned a lot for future conferences.

Seeing different approaches from other countries and cultures is also a motivating factor for the work in your own country. The discussions in Germany about a law for prevention and health promotion show that the implementation of health promotion in different settings is still not given. Therefore it was important to host this conference with 500 participants from all 5 continents to set a sign towards the national politics and to lobby for our common aim.

From the perspective of the local host, the conference 2008 left a lot of very emotional and stimulating moments. We have got a lot of motivation for our work and look forward to the next meeting in Greece.

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(Head of board, German HPH Network),  
Felix Bruder ([bruder@dngkf.de](mailto:bruder@dngkf.de))  
(Managing Director, German HPH Network)*

## WHO Summer School 2008

34 participants representing 11 countries and 4 continents made their valuable contributions to the WHO Summer School 2008, which focused on "How to develop Best Evidence-Based Practice for Health Promotion".

The Summer School took place in the most beautiful and historic surroundings of Berlin–Wannsee as a co-operation between the WHO CC, Copenhagen, and the German HPH Network, and health experts of both partners contributed as lecturers non-profit.

At the Summer School lecturers and participants worked intensely with defining the concept and development of Best Evidence-Based Practice, describing clinical guidelines and how to follow-up via quality management and clinical databases. Different teaching methods were employed such as lectures, case studies, working groups and plenum discussions, and all participants were encouraged to share their knowledge and experience. All participants found this process essential and valuable to their work.

Due to the magnificent location, enthusiastic participants, highly professional lecturers, team work and high spirit, and last but not least because of the great Berlin summer weather, the WHO Summer School was a success. All in all the evaluation showed that 76% of all participants found the Summer School good or very good (given the options Very Good, Good, Acceptable, Not Acceptable).

Considering the various cultural, professional and linguistic backgrounds of both participants and lecturers we find this very supportive. Even more important we received valuable and constructive feedback regarding the administrative, methodological and practical arrangements including proposals for future Summer School topics, which will help us to develop and improve the concept of the WHO Summer School.

The WHO Summer School 2009 will take place on May 4-5 in Greece.

Majbritt Linneberg ([ml06@bbh.regionh.dk](mailto:ml06@bbh.regionh.dk))  
(Technical Officer, HPH Secretariat)

## News from WHO and other HPH partner organisations

### WHO European Ministerial Conference on Health Systems, Tallinn: *Health systems, health and wealth: assessing the case for investing in health systems in the WHO European Region*

The conference that took place from 25-27 June 2008 in Tallinn, Estonia, was attended by more than 500 health decision-makers – including ministers of health and finance – from 53 countries. Both long-standing and new challenges to health systems were addressed, e.g. equitable access to health care, transparent health financing and accountability for public health spending.

Marc Danzon, WHO Regional Director for Europe, stated that a health system not only comprises doctors and hospitals but “encompasses all parts of society and its various institutions that affect health. It includes the health ministry’s ability to influence other ministries – such as transport, environment and education – to follow policies that improve the

health of the population.” But “if you call for more, not less, spending on health, based on the claim that it creates additional health and economic benefits, and at the same time you give the health ministry more intrusive powers that allow it to affect the policy-making decisions of sister ministries, then you must demonstrate the effectiveness of these measures,” added Dr Nata Menabde, Deputy Regional Director, WHO Regional Office for Europe.

With these issues, the conference also directly touched on areas of interest and relevance for HPH, and the Tallinn Charter which was signed as an outcome of the conference by ministers of health from all 53 countries of the WHO European region on June 27, 2008, will also be important for the Network: “The Tallinn Conference takes the agreements signed in Alma-Ata, Ottawa, Ljubljana and Kampala a step forward by defining specific policy goals that will improve health systems in our Member States,” said Marc Danzon.

The charter details the key actions needed to make health systems stronger, such as improving transparency and accountability for health spending and ensuring that spending is aligned to policy objectives. As part of the preparations for the charter, WHO conducted studies that have produced evidence of the link between the health and wealth of the population, making the case for giving serious political attention to the performance of health systems. WHO’s research shows that in the past the importance of the health system to the general health of the population has been underestimated, as has the impact of better health on economic growth. Rather than being seen as a ‘necessary burden’, investment in effective health systems should be considered as an investment in the future well-being of the population. The final text of the charter will be published on the web site of the WHO Regional Office for Europe. More details of the Conference are available online at <http://www.euro.who.int/healthsystems2008>

### WHO: New guideline for advocating against chronic diseases

WHO claims that 36 Mio lives can be saved by 2015 if adequate action is taken against chronic diseases, and has therefore developed the “WHO

Advocacy Toolkit on preventing chronic disease”, of which the new guideline (launched in 2008) is part. The tool provides a seven-step scheme to support the tailor-made development of strategies for advocating prevention:

1. Defining the situation.
2. Establishing your goal and objectives.
3. Identifying your target audiences.
4. Developing key messages to influence your target audience.
5. Developing and implementing your advocacy plan.
6. Engaging media interest.
7. Monitoring, evaluation and useful tools.

Additional elements such as tools, imagery and comprehensive information are also provided in the document (see full contents listed in Part 7). The tool is available online at

<http://www.who.int/chp/advocacy/chp.manual.EN-webfinal.pdf>

From an HPH perspective, the brochure is useful at least for two reasons: Firstly, because the prevention of chronic diseases is one of the goals of HPH. And secondly, because the advocacy strategy can be adopted to HPH in general.

### WHO-Euro: New resources on combating Stigma

Health Scotland has gathered a wealth of experience in dealing with the stigma related to mental illness and is now committed to sharing these experiences and resources with other countries planning campaigns or related activities. On 24 April, Health Scotland hosted a developmental seminar in Edinburgh (Scotland, UK), supporting Member States in developing their anti-stigma programmes, and launched a European Briefing Paper and Guidebook for Action produced in partnership with WHO Europe.

A link to the material is available on the WHO mental health website:

[http://www.euro.who.int/mentalhealth/20080428\\_1](http://www.euro.who.int/mentalhealth/20080428_1)

### European Commission – DG SANCO *Paper on the future of health and consumer protection in Europe launched*

A recent publication by DG SANCO outlines the challenges for health and consumer protection in Europe for the period 2009-2014 from the Commission's perspective. The Commission identified four drivers for change that will require strategic responses on a European level in order to make better health and consumer protection policies, i.e. globalisation (representing both risks and resources), societal changes (including more diversity and more consumerism), the contested governance role of the European Commission, and the need to build and ensure confidence into the Commission's role in Europe.

Against this background, 13 critical factors were defined that will need to be addressed in the future:

- Reinforcing governance systems and cooperation between the different levels of policy making
- Delivering 'real' results
- Ensuring coherence within EC policies and with wider policy fields
- Embedding openness and transparency
- Understanding the consumer's viewpoint of risk
- Making efficient use and sharing of knowledge
- Keeping up with the increasing complexity of consumer behaviours
- Serving the interests of multiple and divided target groups
- Distinguishing DG SANCO as a reliable source within the information maze
- Taking into account additional new influences in consumer's choice
- Reinforcing the Commission's relevance at global level
- Balancing interventions of private parties and public authorities in the market place
- Minimizing risks linked to predictable/unpredictable disasters

The full report is available for download at:

[http://ec.europa.eu/dgs/health\\_consumer/future\\_challenge/s/newsletter/InterviewCommissionerVassiliou.pdf](http://ec.europa.eu/dgs/health_consumer/future_challenge/s/newsletter/InterviewCommissionerVassiliou.pdf)

## News from HPH members: networks, task forces and member institutions

### Two new HPH Networks approved by General Assembly in May 2008

The International HPH Network welcomes two new members:

The **regional network of Toronto, Canada** is coordinated by Susan Himel from Bridgepoint Health. (contact: [shimel@bridgepointhealth.ca](mailto:shimel@bridgepointhealth.ca)). The network, which consists currently of four members, is already the second Canadian HPH Network after Quebec.

The **regional Network of Catalonia, Spain**, is coordinated by Cristina Iniesta Blasco (Hospital del Mar, Barcelona; [ciniesta@imas.imim.es](mailto:ciniesta@imas.imim.es)). The Network already consists of 11 hospital members and cooperates with one research institute and 2 nursing schools. Key actions are

- to integrate the standards for health promotion in hospitals into the accreditation standards from the Health Department;
- to focus on health literacy by improving navigation, printed communication, oral communication, and technology for patients;
- to support sustainable and green health centres by planning and implementing actions in the centres with all professionals.

### New International HPH Task Force launched: Tobacco Free United

At the HPH General Assembly May 14 in Berlin, a new collaboration was started between the International HPH Network and the European Network of Smoke-free Hospitals and Health Services. In an HPH Task Force, led by HPH Coordinator Ann O'Riordan, the two networks will join forces starting from the consideration that hospitals and health services should be the first to set a good example of smoke free environments. The goal of the Task Force is to promote and strengthen collaboration between the HPH and ENSH and other active partners in the field of tobacco prevention, training and cessation within and outside hospitals/community

and health services towards the achievement of a tobacco free society.

To learn more please contact Ann O'Riordan by email [info@ihph.ie](mailto:info@ihph.ie)

### Task force on Health Promotion for Children and Adolescents in & by Hospitals (HPH-CA):

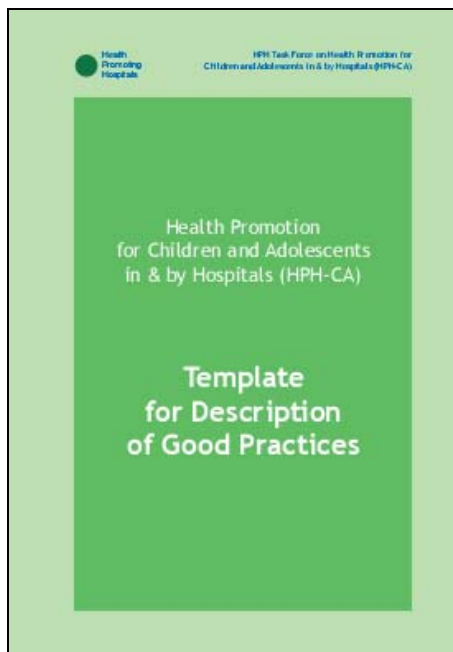
*Observatory on health promotion practices addressed to children and adolescents in & by hospitals*

The WHO-HPH Task force on Health promotion for children and adolescents in & by hospitals (HPH-CA) held its regular meeting during the last international HPH conference (Berlin, 14-16 May, 2008), where also specific parallel and poster sessions on this theme were organized.

The Task force, in collaboration with Florence Local Health Service (ASF) has launched an **Observatory on current health promotion practices addressed to children and adolescents in & by hospitals**. The observatory was created by taking into account the orientations of the International Health Promoting Hospitals and Health Services (HPH) network and the WHO strategies on child and adolescent health and development, in particular the European Strategy for Child and Adolescent Health and Development.

The Observatory aims to disseminate knowledge on practices in the field of child and adolescent health promotion and to improve the quality of the activities undertaken by hospitals. The collection of current practices is based on the priority areas listed below, defined by the HPH-CA Task force.

1. Maternal and newborn health
2. Nutrition
3. Communicable diseases
4. Physical environment
5. Adolescent health
6. Injuries and violence
7. Psychosocial development and mental health
8. Child and adolescent poverty
9. Children's rights in hospital



The practice description is based on the Template for Description of Good Practices, adopted in April 2007 by the Task force and it represents **a tool to better understand and define the role, which hospitals can and should play in child and adolescent health promotion, beyond the provision of health care services.**

We would like to take the opportunity to invite the readers of the HPH newsletter to submit their relevant practices using the online description form: <http://who.collaboratingcentre.meyer.it>, available in the Networking/HPH-CA section.

*Fabrizio Simonelli, Katalin Majer, Francesca Ciraolo*  
[who.collaboratingcentre@meyer.it](mailto:who.collaboratingcentre@meyer.it)  
(HPH-CA Task force hub)

### England: National “Health Promotion in Hospitals Audit”

The Department of Health is funding the development of a web-based audit designed to measure the delivery of health promotion to hospitalised patients within all English hospitals. This project is being developed by Dr Haynes and colleagues at Stockport NHS Foundation Trust, UK following the successful implementation of a paper-based audit in Greater Manchester hospitals. The latter audit utilised data contained in written medical case notes to identify

whether hospitalised patients were assessed for smoking, alcohol misuse, obesity, unhealthy diet and physical inactivity; and where there was evidence of a risk factor, whether some form of health promotion was delivered to patients. The audit standards are under discussion.

Following successful development of a secure, user-friendly web tool, and pilot, the audit will be rolled-out in Spring/Summer 2009. The possibility of expanding the tool internationally will also be explored.

Outputs from the audit will include the proportion of patients assessed for a risk factor, having a risk factor, and delivered health promotion, and logistic regression to enable benchmarking across organisations and explore whether differences in performance are due to differences in length of stay/age/gender of patients.

Please contact Dr. Charlotte Haynes, Clinical Projects Coordinator, for further information.

*Charlotte Haynes, Stockport*  
[charlotte.haynes@stockport.nhs.uk](mailto:charlotte.haynes@stockport.nhs.uk)

### Germany: Setting out towards health-promoting patient movement and transfer – expanding and studying support for the problem-solving competency of nursing staff

A study by the Federal Institute of occupational Safety and Health (BAuA) which looked for good practices in implementing the prevention programme Back-Protective Patient Transfer (BPPT) proved the importance of building upon the experiences and competencies of nurses, systematizing them based on underlying principles and, by that, coming up with independent situation and patient related problem-solving competencies. When long-term implementation is based on participation, health-promoting effects can be achieved for both staff and patients. The inclusion of training instructors in the organisational structures of an institution contributes towards developing in-house expertise. Initial steps have been taken towards developing institutional guidelines incorporating all the move-

ment concepts for nursing. A network is being created to promote the discussion and implementation of binding national guidelines on an ergonomic basis.

The full version of this article is available online at <http://www.dngfk.de/files/309/Moving-Transferring-Patients.pdf>

## Obituary

It is with great sadness that we have to inform the HPH Community about the death of Raymond McCartney, founding father of HPH in Northern Ireland. Raymond managed one of the 20 pilot hospitals of the European Pilot Hospital Project (1993-1997), and became internationally known as host of the 4th International Conference on Health Promoting Hospitals, "Health Promoting Hospitals: A Vision for Development in Times of Change" (April 18-19, 1996, Londonderry). He also repeatedly shared his points of view on HPH as a plenary actor at other international HPH conferences: Raymond's vision was an overall organisational approach towards HPH, and he was one of the first linking the approach to the quality movements. Raymond's ideas enriched the HPH Network and shall live on within it.

## Information on events, publications, links

### Events

17<sup>th</sup> International Conference on Health Promoting Hospitals and Health Services

**Hospitals and Health Services without Walls: New services, new partnerships, new challenges for health promotion"**

May 6-8, 2009, Crete, Greece

Online information:

<http://www.univie.ac.at/hph/crete2009>

(starting in August 2008)

**Diversity in Mental Health and Wellbeing. An Opportunity for Intercultural Dialogue**

7-9 August 2008, Aalborg (Denmark)

Online information at:

<http://www.mhe-aalborg.dk/>

12<sup>th</sup> Biennial Congress of the European Society for Health and Medical Sociology - ESHMS

**Health and Wealth in East and West – Divergence and Convergence in Europe**

Oslo University College, Norway, 28 – 30 August 2008

Online information:

<http://www.hio.no/eshms>

8<sup>th</sup> IUHPE European Conference on Health Promotion and Education

**New frontiers: Future political, cultural and scientific challenges for health promotion**

Turin, Italy, September 9-13, 2008

Online information:

<http://www.hp08torino.org/>

**First International Conference on Workplace Violence in the Health Sector**

October 21-24, 2008

Amsterdam

Online information available at:

<http://www.oudconsultancy.nl/WorkplaceViolence/violence/workplaceviolenc.html>

16<sup>th</sup> European Conference on Public Health

**Health and innovation in Europe**

November 6-8, 2008

Lisbon, Portugal

Online information:

[http://www.eupha.org/html/menu3\\_2.html](http://www.eupha.org/html/menu3_2.html)

First Asia Pacific Conference on Health Promotion and Education

**Asia-Pacific Perspectives on Health Promotion and Health Education: Sharing Experiences, Efforts and Evidence**

July 18-20, 2009

Chiba-city, Japan

Online information:

<http://www.dokkyomed.ac.jp/dep-m/pub/apac.html>

### Publications

**Assuring the quality of health care in the European Union. A case for action**

Helene Legido-Quigley, Martin McKee, Ellen Nolte, Irene A. Glinos

© World Health Organization 2008

Available for download at:

<http://www.euro.who.int/document/e91397.pdf>

Against the background of increasing population mobility, this publication by the European Observatory on Health Systems and Policies examines, for the first time, the health systems that have been put in place in all of the European Union's 27 Member States. Some of them seem to have well developed systems, others may still need to overcome specific obstacles. In some countries, clear links between health care quality and health promotion are being described. In order for appropriate systems becoming a reality in all European countries, a dialogue among those responsible for funding and providing health care in Europe is required. This book contributes the background needed for the dialogue to begin.

### HPH Links

#### **International HPH Secretariat**

and WHO Collaborating Centre for Evidence-Based Health Promotion in Hospitals

<http://www.who-cc.dk>

#### **HPH Congress Secretariat**

and WHO Collaborating Centre for Health Promotion in Hospitals and Health Care

<http://www.hph-hc.cc>

#### **Subscription to HPH Listserver:**

<http://lists.univie.ac.at/mailman/listinfo/hph-forum>

#### **HPH task force on health promoting psychiatric health services**

<http://www.hpps.net/>

#### **HPH task force on health promotion for children and adolescents in hospitals**

[http://www.meyer.it/layHPH\\_duecolonne.php?IDCategori\\_a=695](http://www.meyer.it/layHPH_duecolonne.php?IDCategori_a=695)

#### **HPH task force on migrant friendly and culturally competent hospitals and health services**

[http://www.ausl.re.it/HPH/FrontEnd/Home/Default.aspx?channel\\_id=38](http://www.ausl.re.it/HPH/FrontEnd/Home/Default.aspx?channel_id=38)

#### **List of national / regional HPH networks**

<http://www.who-cc.dk/networks>

## Editors

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## Call for papers for issue 33

If you have news and / or comments about

- projects, conferences, publications, strategies or other activities of national / regional networks and task forces
- single health care organisations (e.g. projects)
- strategic developments with regard to HPH

- partner organisations (WHO, etc.)
  - information about upcoming events and publications (including reviews),
- you are heartily invited to contribute to the HPH Newsletter!

### Guidelines for submission

Please send us contributions of **max. 200 words**, outlining your message, and, if possible, a weblink to extended information. Please address your contribution to Ms. Christina Dietscher, WHO Collaborating Centre for Health Promotion in Hospitals and Health Care, Vienna, Austria, preferably as an e-mail attachment ([hph.soc-gruwi@univie.ac.at](mailto:hph.soc-gruwi@univie.ac.at)). Deadline for contributions for # 33 will be Monday, **August 25, 2008**.