



Newsletter

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Editorial

Dear reader,

HPH Newsletter #43 focuses on the 18th International Conference on HPH (Manchester, UK, April 14-16). The report on the main conference programme and side events gives proof of the growing dynamics of HPH – to experience it in person, please save the date for the next conference in Turku, Finland, from June 1-3, 2011!

This year's HPH General Assembly Meeting welcomed more than 100 new HPH members, a new task force on hospitals and environment was founded, a Scientific Journal for HPH launched, and a new HPH Governance Board was elected. Prof. Yannis Tountas (Greece) passed on his chair function to Dr. Louis Coté (Canada) and Dr. Shu-Ti Chiou (Taiwan) as vice chair (see enclosed report). The Newsletter's partners section contains reports on WHO Euro's 5th Conference on Environment and Health, a new Eurobarometer study on alcohol, and the CompHP project with participation of IUHPE.

The Networks section, finally, informs you about a new guide from the Montréal network, and an invitation to participate in the HPH task force on alcohol.

As usual, any feedback to this Newsletter and contributions for the next issue are very welcome!

Sincerely yours,

Jürgen M. Pelikan, Christina Dietscher, Vienna

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International HPH Network

18th International HPH Conference took place in Manchester, UK



“Tackling causes and consequences of inequalities in health: Contributions of Health Services and the HPH Network” was the title of the 18th International Conference on Health Promoting Hospitals and Health Services that took place from April 14-16, 2010, in Manchester, UK. By that, the conference focused on a pressing issue for health planning and management that is also strongly on the agenda of WHO (see the WHO Marmot Report of 2008) and the European Commission (as represented by a strategy paper of the EC directorate for health and consumers).

The plenary programme

The plenary programme started out by setting the frame with experiences in tackling inequalities in health from Stockport, England (Dr. Chris BURKE) and Missouri, USA (Dr. Lowell KRUSE). Presentations concluded that, while health services should at least attempt to reduce inequalities in care – e.g. by improving access to services for specific vulnerable groups – this is not enough. The examples given showed that hospitals and health services cannot only moderate existing inequalities through the care they provide, but that they can also address the sources of inequalities, such as unemployment, low levels of education etc, by supporting change in the

communities they serve. This perspective was further supported by presentations in the Thursday morning plenary: Drawing on the Marmot report and the WHO Tallinn Charter, Dr. Erio ZIGLIO, WHO Venice office, focused on the need to not only improve accessibility of services, but to also provide stewardship in the development of a comprehensive European health strategy aimed at promoting population health at large, and at tackling health inequalities through addressing the social determinants of health. Prof. Ian GILMORE, Royal College of Physicians, underlined the need for physicians to engage in such a process through stronger advocacy for a fairer, more just society.

But how can and should health inequalities be tackled at the practice level of everyday service delivery? This question was taken up on Thursday afternoon in a set of four sub plenary sessions, each of which focused on a different life phase.

- **Pre-conception and early childhood:** Prof. Les WHITE, University of New South Wales, Australia, introduced the global scale of inequalities in child health and presented the UN charter on children's rights in hospitals as a specific advocacy tool that is also promoted by the international HPH task force on health promotion for children and adolescents in & by hospitals and health services. Dr. Mary HEPBURN, honorary obstetrician and gynecologist at Princess Royal Maternity Hospital, Glasgow, pointed out the need for working in partnership with women with special needs as a means to help them to protect and control their fertility and by that, to ensure that any pregnancy is intended with optimal timing for good medical and social outcomes. Her experiences confirm that women welcome such help and will use it appropriately. Philippa COX and Carolyn CLARK, Homerton University Hospital, UK, presented a successful 2-year intervention programme aimed at reducing child mortality not only by improving local access to services and continuity of care but also by fostering peer support to vulnerable women.
- **Children & adolescents:** This sub-plenary had a focus on mental health. Based on data from the WHO HBSC study, Dr. Antony MORGAN, National Institute for Health and Clinical Excellence, London, illustrated the most important factors involved in promoting mental wellbeing

in this age group across Europe. Dr. Viktor KACIC, hospital for child and adolescent psychiatry, Aschaffenburg, introduced four general means for hospitals to intervene: detecting and reducing risk factors on the one hand and detecting and improving supportive factors on the other. As a specific mechanism to support child and adolescent mental health in their everyday environments (family, pre-school, school), he proposed the introduction of mobile psychiatric services. Miranda WOLPERT, Anna Freud Centre, England, concluded by presenting examples of effective mental health work in secondary schools.

- **Adults:** One way for hospitals and health services to improve their contributions towards reducing inequalities in health is to include equity into their business plans as an outcome category. Dr. Sanjeev SRIDHARAN, Centre for Research on Inner City Health, Toronto, presented the development of a hospital and systems level measure of health inequities and the key role of incentives in promoting health equity. This topic was taken up by Dr. Adrian TOOKMAN, Royal Free Hampstead NHS Trust, in his presentation on attracting the interest of commissioners and financial reward systems. The sub-plenary was concluded by Dr. Sarah PAYNE, University of Bristol, who presented epidemiological data on gender differences in mortality and health experience and outlined resulting strategies to promote gender equity.
- **Older age:** Life-long health related inequalities become especially visible in old age, with higher treatment needs in worse-off population groups. One example was presented by Andy Cassels Brown, consultant in community eye health, Leeds, who focused on potential mechanisms for targeting health inequalities arising from visual impairment in the elderly. Another focus of this sub-plenary was on inequalities in long term care. Ass.Prof. Karl KRAJIC from the Ludwig Boltzmann Institute Health Promotion Research, Vienna, pointed out that income and wealth have a huge impact on the quality of long-term care services available to individuals and families. Reform concepts and movements in the sector include changes in size, architecture, and local integration. But, compared to the treatment sector, much remains to be done with regard to aware-

ness raising and a general orientation towards quality development in long term care.

Plenary 3 of the conference on Friday morning put the spotlight on another target group of HPH, i.e. hospital and healthcare staff as one of the most stressed workforces with a traditionally very high degree of diversity and related inequalities. The plenary started out with a presentation on epidemiological data on staff health, prepared by Dame Carol BLACK, but finally delivered by Dr. Gary COOK, local host, who stepped in as Dame Black had to refrain from speaking in public due to the upcoming elections in the UK. Dr. Louis COTÉ, chair of the HPH Governance Board and coordinator of the HPH working group on staff health, presented concrete examples for interventions to reduce inequalities in healthcare staff, and Dr. Hui-Ting HUANG, Taiwan Adventist Hospital, presented the successful practice of his hospital in the field.

The concluding plenary on Friday afternoon, finally, summarised learnings from the conference. Dr. Mike FARRAR, NHS Northwest, focused his presentation on the role, influence and impact of acute and mental health providers and their managers in addressing health inequalities and contributing to health improvement. He called on managers to drive forward the corporate social responsibility and sustainability agenda e.g. by establishing lifestyle service projects and national audits of health promotion in hospitals, but also by opening employment opportunities for people with a long history of unemployment.

Side events, parallel sessions and posters

Parallel paper, poster and oral mini-sessions with around 250 presenters from all continents offered insight into current activities of HPH organisations from around the globe. Presentations on the main conference topics included a joint workshop with the European Commission on reducing health inequalities in the European Union. But presentations, workshops and symposia – partly co-organised by international HPH task forces and working groups – also focused on

- Alcohol and alcohol interventions (see also report from the HPH task force on alcohol in this Newsletter issue)
- Migrant-friendly and culturally competent hospitals & health services
- Health promotion for children and adolescents in & by hospitals and health services
- Smoke-free hospitals & health services (pre-conference and conference sessions)
- Hospitals, environment and sustainability

In order to facilitate skill-building for HPH, the WHO Collaborating Centre for Evidence-Based Health Promotion in Hospitals, Copenhagen, held the annual WHO summer school on April 12-13 (for further information, see <http://www.who-cc.dk/>).

The WHO Collaborating Centre on Health Promotion in Hospitals and Healthcare, Vienna, presented first findings from the international evaluation project “PRICES-HPH” in a project workshop held on April 13 (for project information, see <http://www.hph-hc.cc/projects.php#pri>).

Social programme



The scientific conference programme was accompanied by a well-designed social programme that contributed to a relaxed conference atmosphere and facilitated networking and exchange between participants. Already at the conference opening, delegates were welcomed by the famous Manchester Kinder Choir who activated participants in a musical way. The conference dinner was held in the beautiful Palace Hotel, where the audience was welcomed by a bagpiper, received basic lessons in break dance, and later on enjoyed performances of an Indian dance group and of a music ensemble composed of medical doctors. For the night owls, the dinner ended with disco dancing.

Travelling home, for most delegates, was under the influence of the unexpected eruption of the Eyafjallajökull volcano in Iceland and therefore a bit more adventurous than planned. For a few days, the world seemed bigger than most of us are used to.

Further information about the conference

Virtual Proceedings with most conference presentations will be published by mid-May at

<http://www.univie.ac.at/hph/manchester2010>

Highlights of the HPH general Assembly Meeting 2010

The HPH General Assembly was held in Manchester on April 14, 2010, and among the many highlights on the agenda were the rapid growth of HPH worldwide, the election of a brand new Governance Board, the official Scientific Journal of the International HPH Network, the new HPH homepage and much more.

The International HPH Network's remarkable growth within the last year was applauded by the General Assembly, as it meant that the strategic goal of 100 new "netto" members in one year had been reached. In fact, the HPH Network now totals 797 Hospital / Health Service members – equaling a grand total growth of 104 new "netto" members.

According to schedule, the HPH general Assembly also elected the new Governance Board of the International HPH Network. The members of the new Governance Board are:

- Louis Cote (Can) (Chair)
- Shu-Ti Chiou (Tw) (Vice Chair)
- Simone Tasso (It)
- Sally Fawkes (Aus)
- Felix Bruder (Ger)
- Virpi Honkala (Fin)
- Matt Masiello (Usa)

Another major development at the General Assembly this year was the final approval of the HPH Scientific Journal. This new journal will fit incredibly well with the Network's objective of shaping the international research agenda and stimulating the generation, translation and dissemination of knowledge in the field (as described in the HPH Constitution, Art. 1 § 3).

The General Assembly also dealt with the results from the recent survey concerning the new HPH homepage. The survey had been conducted from December 2009 to primo April 2010 and replies had been received from Taiwan, Italy, Greece, Norway, Slovakia, Ireland, Bulgaria, England, Sweden, Germany, Israel, Switzerland, Scotland, Lithuania, USA, Japan, Estonia, Australia, Austria, Canada, Latvia and Denmark. On the basis of the valuable and insightful comments and tick-box answers received, the new homepage will now be tailored to the needs

of the users as best possible, and thus hopefully provide a greater online platform for work of all entities within the International HPH Network.

Yet another important highlight at this year's General Assembly was the approval of the Task Force on HPH & Environment. Previously this Task Force had been a Pre-Working Group under HPH, but now it was decided to grant full Task Force status in order to deal with such subjects as hospitals and health service waste production, production and disposal of hazardous substances and general reduction of environment pollution – all in accordance with the overall goal of the HPH Network, which includes improvement of the quality and relationship between Hospitals/Health Services, the community and the environment.

Jeff Kirk Svane

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Legacy statement of former HPH network chair Prof. Yannis Tountas

Dear members of General Assembly,

At the end of this session I will complete my obligations as chairman of the HPH Governance Board, and I would like to thank all of you for giving me the opportunity to have a very productive experience during the last four years. With your support and with the excellent collaboration with the other members of the Governance Board, whom I also thank from my heart, this turned also to be very enjoyable.

For the achievements of the last years, we have also to express our gratitude to the two Collaborating Centres in Copenhagen and Vienna who have provided excellent service to our Network.

Four years ago we started a new journey, walking on our own feet as an independent NGO. These last two years, after having our new constitution, we are growing with an impressive rate! Of course that doesn't mean that we have already matured as a global network. We have a long way ahead of us, and if we want to continue successfully we have to learn from our past experience and plan carefully our future. The more we grow and the more we move ahead, the more we will need to find better

ways to manage our Network and to exercise proper leadership. And this leadership, according to our constitution, has to be provided by the General Assembly and especially by the Governance Board, as the only elected body in our Network. For this purpose I believe that we must develop written by-laws for the function of the General Assembly, of the Governance Board and of the Secretariat. We might even have to reconsider in the future some of the articles of our Constitution, in order to enhance participation and democracy which are key values in Health Promotion. All of us and mostly the members of the new Governance Board must make sure that these values will guide our further actions.

Thank you for your attention and good luck to all of us.

Prof. Yannis Tountas (Greek HPH coordinator)

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19th International HPH Conference: *Turku, Finland is awaiting you!*



During the 18th HPH conference, the Scientific Committee started the programme planning for the Turku HPH conference that will take place from **June 1-3, 2011** in the charming town in South Finland.

Organisational information about the conference is already online at

<http://www.hph2011.com>

Scientific conference information including an online abstract submission form will be online starting from June 2010 at

<http://www.univie.ac.at/hph/turku2011>

News from WHO and other partner organisations



The 5th Ministerial Conference on Environment and Health, held in Parma, Italy, from March 10-12, 2010, had its focus on "Protecting children's health in a changing environment". The conference participants agreed on future action to fight new and already existing health threats resulting from global climate change. Amongst other documents, delegates signed the Parma Declaration on Environment and Health. As Professor Ferruccio Fazio, Italian Minister of Health, stated, "the conference outcomes entrust the health sector with a stronger responsibility. Not only can many of the environmental effects be controlled through well-known health-system interventions, such as primary prevention or health care; but the health sector can take a leading role with other sectors in advocating for a reduction in risk exposure".

By its topics, the conference strongly links to the activities of the HPH Task Force on health promotion for Health Promotion for Children and Adolescents in & by Hospitals and Health services; and the Task Force on hospitals and environment that was only recently established during the 18th International HPH Conference in Manchester, UK.

For further information, see

<http://www.euro.who.int/parma2010>



The new Eurobarometer study on European citizens' attitudes towards alcohol concludes that about 75% of EU citizens drink alcohol at least occasionally. Concerning drinking patterns, young people seem to be at greater risk of adverse effects related to binge drinking than older citizens.

Overall, the awareness on potential harm resulting from alcohol is quite high, and Europeans would

also welcome public policies on alcohol such as higher age limits for drinking in general or stricter controls of alcohol blood levels in driving.

The study confirms the need to take further action on alcohol in Europe, as e.g. currently pursued by the HPH Task Force on Alcohol, but unfortunately it does not contain questions about the acceptability of alcohol related interventions in primary or secondary healthcare that could support decision-making in this direction.

For further information on the Eurobarometer study, see

http://ec.europa.eu/health/alcohol/docs/ebs_331_en.pdf



So far, health promotion is understood in different ways in different countries and settings, and a common standard for health promotion professionals does not yet exist (at least not in Europe). Against this background, a European initiative with participation of IUHPE was set up: The project "Developing competencies and professional standards for health promotion capacity building in Europe" (CompHP) aims to develop competency-based standards and an accreditation system for health promotion practice, education and training that will positively impact on workforce capacity to deliver public health improvement in Europe. CompHP is funded by the European Agency for Health and Consumers (EAHC) and runs from 2009 through 2012.

During the upcoming 20th IUHPE world conference that will take place in Geneva, Switzerland, in July this year, a symposium on the project will be held.

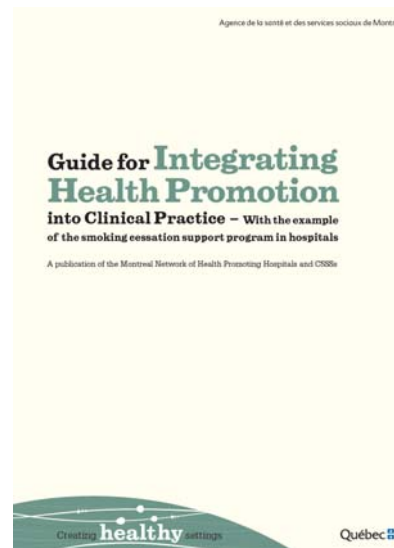
For further information, please visit

<http://www.iuhpe.org/index.html?page=614&lang=en#Links&resourcesCompHP>

News from HPH Networks, members and Task Forces

Canada-Montréal:

Guide for Integrating Health Promotion into Clinical Practice – with the example of the smoking support program in hospitals



This guide is a new publication of the Montreal Network of Health Promoting Hospitals and CSSSs. It is meant to serve as a tool to help health institutions implement the WHO's HPH Standards 2 and 3. It offers health care managers and professionals a real-world process that can be applied to all health care promotion activities and within the various care and service trajectories.

The document is divided into two sections: the first section presents a five-step process for implementing Standards 2 and 3; the second section provides a well tried program: the Smoking Cessation Support program in Montreal Hospitals.

The Montreal HPH Network wishes to thank Dr Hanne Tonnesen, CEO of the International HPH Network for her contribution and hopes to contribute, with this document, to the efforts already made by health care institutions towards improving patient health.

The English version is available at:

<http://www.santemontreal.qc.ca/pdf/publications/HPS-Angl-Total-web.pdf>

The French version is available at:

<http://www.cmis.mtl.rtss.qc.ca/pdf/publications/isbn978-2-89510-463-6.pdf>

Louis Côté

Coordinator of the Montreal HPH network

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International HPH Task Force on Alcohol and Alcohol Intervention

High alcohol intake has a substantial impact on health. Therefore, implementation of alcohol interventions would have a major public health impact, and most alcohol intervention programs have proven positive effect and cost-effectiveness. Still, in hospitals and health services alcohol and alcohol intervention are often taboos, and only few alcohol patients are offered an alcohol intervention program as part of their clinical pathway. However, these taboos and obstacles seem possible to overcome by visualizing alcohol and alcohol interventions as a natural part of the clinical pathway by integrating it into the quality management at the hospitals and health services, give good examples on implementation and best practice, describe clear and clinical relevant outcomes of alcohol intervention and develop recommendations for monitoring the effect.

The General Assembly of HPH agreed in 2009 to establish an international task force on alcohol and alcohol interventions in hospital settings. The purpose of the task force is visualizing alcohol and alcohol intervention as a natural part of the clinical patient pathway. The task force is led by Korfor (Alcohol and Drug Research Western Norway), Stavanger University Hospital, in collaboration with the WHO-collaborating centre in Copenhagen.

At the HPH Annual International Conference in Manchester this year, a workshop was organized to present the work so far, and to motivate HPH members to take part in one of the five work groups now established to address points 2-6 of the terms of reference of the task force:

1. Visualising alcohol and alcohol intervention in existing HPH Models and Tools (e.g. WHO Standards for HP in Hospitals, HPH Model for documentation of HP activities and DRG, HPH Data)

2. Giving examples on best evidence practice related to HPH Models and Tools (Evidence, staff competences and patient preferences)
3. Describing primary and secondary outcomes for outcome measurements for alcohol intervention and follow-up and develop clinical guidelines
4. Developing recommendations for monitoring the effect of alcohol intervention programs
5. Articulating an evidence-based policy for alcohol and alcohol intervention
6. Establish a database for outcome measurement in alcohol intervention

Those interested in joining the task force are now most welcome to contact the Task Force leader Sverre Nesvaag for more information.

Sverre Nesvaag

Task force coordinator

ness@sus.no

Network headlines

Austria: The Austrian HPH network has a new chair since April 9, 2010. **Mrs. Ulrike Sommeregger, MD** (head of unit for acute geriatric medicine at Hietzing Hospital, Vienna) took over from Mr. Rainer Hubmann, MD (General Hospital Linz).

Switzerland: The Swiss network has a new coordinator: **Mr. Patrik Hunziker**, head of Romandy branch of the Institute of Occupational Health, who followed Mr. Nils Undritz, can be contacted at patrik.hunziker@medecinedutravail.ch

Events, publications, links



Conferences & Meetings

19th International Conference on Health Promoting Hospitals and Health Services (HPH)

June 1-3, 2011, Turku, Finland

Local conference information:

<http://www.hph2011.com>

Scientific information (upcoming):

<http://www.univie.ac.at/hph/turku2011>

WHO HPH Summer School 2011

The summer school 2011 will take place in conjunction with the 19th International HPH Conference, from May 30-31, 2011, in Turku, Finland.

For online information, see

<http://www.healthpromotinghospitals.org>

HOPE AGORA 2010

"The chronic patient: a clinical and managerial challenge"
14-17 June 2010, Copenhagen (Denmark)

Further information:

<http://www.hope.be/05eventsandpublications/eventsandpublicationsfirstpage.html>

20th IUHPE World Conference on Health Promotion

Health, equity and sustainable development

July 11-15, 2010 - Geneva, Switzerland

www.iuhpeconference.net

3rd European Public Health Conference

"Integrated Public Health"

November 10-13, 2010

Amsterdam, Netherlands

Deadline for Abstract Submission: 1st May 2010

Online information:

http://www.eupha.org/site/upcoming_conference.php



Publications & Documents

Pender N, Murdaugh C., Parsons M.A. (2010⁶): **Health Promotion in Nursing Practice**. Upper Saddle River: Prentice Hall

Based on the US health system, "Health Promotion in Nursing Practice" presents an up-to-date foundation for understanding and building the science and practice of health promotion. The book has three goals: to introduce the major individual and community models and theories that guide health promotion interventions; to offer evidence-based strategies for effective health promotion in practice settings; and to foster critical thinking about future opportunities for research and more effective interventions. The 6th edition is now available.



Links & Web-tools

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 & by Hospitals

<http://who.collaboratingcentre.meyer.it>

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

HPH Task Force "Tobacco-free United"

<http://www.ensh.eu/ensh/racine/default.asp?id=980>

<http://www.facebook.com/group.php?v=wall&qid=357231931900>

List of national / regional HPH networks

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

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Call for papers for # 44

If you have news and / or comments about projects, past or upcoming events & conferences, publications, health promotion strategies or health promotion research for / by national / regional HPH networks, HPH task forces, single health promoting health care organisations, or HPH partner organisations (WHO, etc.), you are heartily invited to contribute to the HPH Newsletter!

Guidelines for submission

Please send us short contributions of **max. 200 words**, outlining your message, and, if possible, a web link to extended information. Please address your contribution(s) 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).

Deadline for contributions for # 44 will be **June 15, 2010**.