



Newsletter

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Editorial

Dear readers,

With around 1000 participants, the 21st International HPH Conference in Gothenburg (May 22-24) was a big success – find a conference review as well as a first announcement of the next HPH conference in Barcelona, Spain (April 23-25, 2014), in this Newsletter issue.

The partners section of this Newsletter informs you about a number of relevant new WHO documents, including the Helsinki Statement on Health in All Policies, guidebooks and recommendations on essential nutrition action, health literacy, and estimating the health costs of climate change.

The HPH network section, this time, focuses on new networks and growth in Asia, as well as on a short report from the successfully terminated HPH task force “Tobacco-free United”.

We wish you a health promoting summer and look forward to your suggestions for themes, and to your contributions, for #63. Please refer to page 7 for instructions to authors and submit your contribution until August 25, 2013.

Sincerely yours,

*Jürgen M. Pelikan,
 Christina Dietscher, Vienna*

Content

International HPH Network: HPH Conferences 2013 and 2014	1
News from HPH Partners: WHO	3
News from HPH members: Network headlines	5
Events, publications, links	5
Imprint	7
Call for Papers for HPH NL #63	7

International HPH Network



The 21st International HPH conference, “**Towards a more health-oriented health service: An issue of body and mind. The contribution to Health 2020**”, (May 22-24, 2013, Gothenburg, Sweden), was a big success. Around 1000 visitors from 40 countries in all continents registered for the main conference and its side events, the majority from Europe, but also about one third from Asia, and a few participants also from North America, Australia and Africa.

In addition to 15 high-level keynotes, 582 abstracts (75% of submitted abstracts) were finally accepted for presentation in 32 oral paper sessions and workshops (125 papers), 16 oral mini sessions (59 papers), and 2 poster sessions (397 papers).

Key messages from the conference include:

- **Contributing to the public health agenda:** Health services play a strong role in WHO-Euro’s public health strategy “Health 2020”. As presented by Hans KLUGE (WHO-Euro), the strategy highlights their contribution e.g. in relation to the reduction of non-communicable diseases. With its three target groups – patients, staff, and communities – HPH can be an important partner in implementing this strategy in practice. This would imply a stronger orientation at integrated healthcare services and at the health needs of communities served.
- **Learning from psychoneuroimmunology research:** Plenary presentations by Kavi-

ta VEDHARA (University of Nottingham) and Nancy McCAIN (Virginia Commonwealth University) confirmed that the well-known effects of stress on the human immune system are not only relevant for the aetiology of clinical conditions but also for their curation. Even standard interventions like influenza vaccinations are less effective in stressed as compared to more balanced individuals. Numerous clinical trials demonstrate that patients, if offered relaxation training in addition to medical care (e.g. mindfulness training), can better profit from a range of clinical interventions. Specific vulnerable groups of patients can especially benefit from such reorientation, as was demonstrated in Antonio CHIARENZA's (coordinator, HPH Task Force on Migrant-Friendly and Culturally Competent Healthcare) presentation on stress in migrants.



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- **The importance of design and culture for health promotion:** Not only relaxation training, but also environmental conditions such as the quality of design, noise or light, can ease stress. Following a presentation by Gunnar BJURSELL (Karolinska Institute), these effects can be demonstrated by brain research. The increasing evidence base in the field has led to the development of evidence-based healthcare design and approaches of salutogenic design, as presented by Alan DILANI (International Academy for Design and Health). Findings from brain research also support the use of culture and art in clinical therapy.
- **Learning from the patient's perspective:** Clinical diagnosis and interventions, as well as the assessment of treatment effects are often based on "objective" measures such as biochemical analyses, and on expert opinions. Fol-

lowing the presentation by Margareta KRISTENSON (Linköping University, Swedish HPH network), the additional consideration of patient-reported outcome measures (PROMs) can substantially improve the feedback mechanism between patient and carer, by that also augmenting the quality of care and the quality of life of the patient. One field where this is specifically important is pain management, as was demonstrated in Simone TASSO's (Veneto HPH network) lecture. Another, currently developing field is health literacy, as presented by Richard OSBORNE (Deakin University). Health literacy is a relational concept that combines patient skills and health system demands. Measuring and analysing patient health literacy can therefore help to improve health services both by reducing demands and by better informing, teaching and training patients with adequate methods and technology.

- **The need for health policy and system support:** Examples from Swedish national health policy (Sven OHLMANN, Olivia WIGZELL), from the Swedish region of Västra Götaland (Ralf HARLID) and from Clalit, a large healthcare provider in Israel (Diane LEVIN-ZAMIR), demonstrated how important structures and priorities of health systems and purchasers are for the performance of health and health promotion-oriented services. The examples focused e.g. on the strengths of well-integrated systems with good interlinks between levels of care, and on the integration with wider communities. Joanna NURSE (WHO-Euro) focussed in her presentation on how such approaches can be even further developed into connected environments in the interest of better public health.



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These topics were subject to the plenary sessions of the conference and to a multitude of oral and poster

sessions, conference workshops and symposia, as well as pre conferences by the HPH task forces on tobacco, physical activity, and psychiatry.

The success of the rich conference program was supported by an excellent social program. The local hosts of the conference had not only organized a great welcome reception, an outstanding conference dinner and a lovely farewell cocktail. They had also tried to reflect the main conference theme of “body and mind” in the design of conference session rooms and in the form of mini interventions during the plenary sessions, including music and a show by an acrobat.



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Feedback received from the audience, as well as the evaluation by the Scientific Committee, were very positive.

Continuously updated Virtual Proceedings of the conference are available online at:

<http://www.hphconferences.org/gothenburg2013/proceedings/>



**22nd International
HPH Conference –
Save the date!**

If you liked the 21st HPH conference, or if you want to see what you missed, save the date for the 22nd International Conference on HPH which will take place from April 23-25, 2014, in the wonderful city of Barcelona in Catalunya, Spain. The weather in April can be expected to be spring-like. The conference will take place directly after Easter 2014, so take the chance to combine your conference visit with a great Easter holiday in a lively city of culture!

More information will soon be online at www.hphconferences.org/barcelona2014

News from HPH Partner Organizations



**World Health
Organization**
Statements & publications

The Helsinki Statement on Health in All Policies

The statement is the result of the 8th WHO Global Conference on Health Promotion which was held in Helsinki, Finland, from June 10-14, 2013. Building upon actions and evidence originally inspired by the Alma Ata Declaration on Primary Health Care (1978) and the Ottawa Charter for Health Promotion (1986), it identifies equity in health, intersectoral action and healthy public policy as central elements for the promotion of health. Specifically, the declaration urges governments to

- **Commit to health and health equity as a political priority** by adopting the principles of Health in All Policies and taking action on the social determinants of health.
- **Ensure effective structures, processes and resources** that enable implementation of the Health in All Policies approach across governments at all levels and between governments.
- **Strengthen the capacity of Ministries of Health to engage other sectors of government** through leadership, partnership, advocacy and mediation to achieve improved health outcomes.
- **Build institutional capacity and skills** that enable the implementation of Health in All Policies and provide evidence on the determinants of health and inequity and on effective responses.
- **Adopt transparent audit and accountability mechanisms** for health and equity impacts that build trust across government and between governments and their people.
- **Establish conflict of interest measures** that include effective safeguards to protect policies from distortion by commercial and vested interests and influence.
- **Include communities, social movements and civil society** in the development, implementation and monitoring of Health in All Policies, building health literacy in the population.

The full text of the declaration can be downloaded at

http://www.healthpromotion2013.org/images/8GCH_P_Helsinki_Statement.pdf

New WHO publication on essential nutrition actions

Nutrition is one of the well-known pillars of health. A new WHO document, "Essential Nutrition Actions: improving maternal, newborn, infant and young child health and nutrition" is now available, providing guidance on recommended interventions to strengthen the nutritional status of the target groups addressed.

Especially important for HPH is WHO's confirmed recommendation to foster exclusive breastfeeding in new-borns for the first six months of life. According to the document, the baby-friendly hospitals initiative by WHO and UNICEF is one of the best strategies to reach this goal.

The full report can be downloaded at

http://www.who.int/nutrition/publications/infantfeeding/essential_nutrition_actions/en/

New WHO publication: Health literacy: The solid facts

This new WHO document introduces the concept of health literacy and its application to as diverse settings as cities, educational settings, marketplace and other community settings, workplaces, and healthcare settings. Specifically for the latter, the document explains clearly why health literacy is an important concept for this field:

- Navigating increasingly complex health care systems is a major challenge for patients and their families.
- Patients face multiple literacy requirements and increasingly difficult decisions
- Health information materials are often poorly written and literacy demands are excessive.
- The quality and clarity of health providers' written and spoken communication is insufficient.
- New "business" models in healthcare can create new obstacles.
- Health literacy affects the use of health services.

The document lists five interventions that should be followed to improve health literacy:

- **Reframe health literacy as a challenge to systems, organizations and institutions:** Rather than only focusing on training individuals, systems should be re-designed with consideration to the challenges associated with their usage
- **Establish a policy to promote health literacy in all communication materials:** Recommendations focus on all channels of communication and information, including signs, material, and face-to-face situations. Evidence-based recommendations to improve all these areas are available.
- **Make health literacy sensitivity a quality criterion for health care management.** This point refers to the importance to consider health literacy as a strategy issue that needs a whole-organization approach.
- **Invest in professional education:** Professional training is one of the keys to improving the communication skills of healthcare providers.
- **Use the International Network of Health Promoting Hospitals and Health Services as well as European patient organizations to foster health literacy:** Topics like health literacy can be considerably strengthened if cooperating with organizations who can put them on their agenda.

The full document is available for download at

http://www.euro.who.int/_data/assets/pdf_file/0008/190655/e96854.pdf

New WHO report on climate change and health

There is increasing evidence that climate change will also have considerable impacts on health and healthcare costs. In its new report "Climate change and health: a tool to estimate health and adaptation costs", WHO is now providing a tool that helps estimate the costs that can be expected if no adaptation takes place, as well as the costs for interventions such as early warning systems, emergency management plans and provisions, health systems strengthening, safer housing, flood protection, vector control, and improved surveillance.

The full document is available at

http://www.euro.who.int/_data/assets/pdf_file/0018/190404/WHO_Content_Climate_change_health_DruckII.pdf

News from HPH Networks, Task Forces and Members



Network headlines

Hong Kong: The Hong Kong HPH network was officially launched during the 19th HPH General Assembly in Gothenburg, Sweden, on May 22, 2013. Welcome to the international network!

Indonesia: During the 19th HPH General Assembly, a new HPH network was also welcomed in Indonesia, so that there are now already 6 HPH networks in Asia!

Taiwan: With 104 members, Taiwan is now the largest of all national and regional HPH networks. Congratulations!

HPH Task Force Tobacco-Free United (TFU): After having successfully completed its tasks in four work areas (advocacy and collaboration, implementation, good practice, and evaluation), and after a series of successful HPH pre-conferences alongside international HPH conferences, the task force transitioned into continued collaboration between HPH and ENSH-Global under the signed Memorandum of Understanding during the 19th HPH General Assembly in Gothenburg in May this year. Congratulations to all task force members!

Events, publications, links



Conferences & Meetings: *HPH and HPH partners*

HPH events

22nd International Conference on Health Promoting Hospitals and Health Services (HPH)
April 23-25, 2014, Barcelona, Spain
www.hphconferences.org/barcelona2014
(coming soon)

Events of HPH partners and other organisations

9th World Congress on Design and Health

Brisbane, Australia
July 10-14, 2013
<http://events.designandhealth.com/>

21st IUHPE World Conference on Health Promotion

Best investments for health
Pattaya, Thailand
25-29 August, 2013
<http://www.iuhpeconference.net/en/index.php>

International Conference on Public Health Priorities in the 21st Century:

The Endgame for tobacco
New Delhi, India
September 10-12, 2013
<http://www.endgameconference2013.in/>

4th Cleanmed Europe Conference
Pathways to Sustainable Healthcare
Oxford, UK
September 17-19, 2013
www.cleanmedeurope.org

13th International Conference on Health Impact Assessment
Geneva, Switzerland
October 2-4, 2013
http://www.unige.ch/medecine/eis2013/accueil_en.html

16th European Health Forum Gastein
October 2-5, 2013
<http://www.ehfg.org/home.html>
6th European Public Health Conference
Brussels, Belgium

**Health in Europe: are we there yet?
Learning from the past, building the future**
November 13-16, 2013
http://www.eupha.org/site/upcoming_conference.php?conference_page=341



Books, articles & reports

HPH and HPH partners

Journal articles

Gassmann W., Christ O., Lampert J., Berger H. (2013): **The influence of Antonovsky's sense of coherence (SOC) and psychoeducational family intervention (PEFI) on schizophrenic outpatients' perceived quality of life: a longitudinal field study.** In: BMC Psychiatry, doi:10.1186/1471-244X-13-10

Mahmud A.J., Olander E., Eriksen S., Haglund B.J.A. (2013): **Health communication in primary health care – A case study of ICT development for health promotion.** In: BMC Medical Informatics and Decision-Making, doi:10.1186/1472-6947-13-17



Links & Web-tools

International HPH Secretariat

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

Director: Hanne TONNESEN (DK)

<http://www.hphnet.org>

HPH Conference Secretariat

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

Director: Jürgen M. PELIKAN (AT)

<http://www.hphconferences.org>

Task Force "Mental health promotion in mental healthcare settings"

Chair: Hartmut BERGER (DE)

hartmut.berger@vitos-riedstadt.de

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

Task Force "Health Promotion for Children and Adolescents in & by Hospitals"

Chair: James ROBINSON (UK-SCO)

jrobins4@stafmail.ed.ac.uk

http://www.hphnet.org/index.php?option=com_content&view=article&id=294%3Ahp-for-children-a-adolescents-in-a-by-hospitals-&catid=20&Itemid=95

Task Force "Migrant-friendly and Culturally Competent Hospitals and Health Services"

Chair: Antonio CHIARENZA (IT)

http://www.ausl.re.it/HPH/FrontEnd/Home/Default.aspx?channel_id=38

Task Force "Alcohol and alcohol interventions"

Chair: Sverre NESVÅG (NO)

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Task Force "HPH & environment"

Chair: Shu-Ti CHIOU (TW)

stchiou@bhp.doh.gov.tw

http://www.hphnet.org/index.php?option=com_content&view=article&id=143%3Atf-on-hph-a-environment&catid=20&Itemid=95

Task force "Health Enhancing Physical Activity"

Chair: Mats BÖRJESSON

mats.borjesson@ki.se

Task force "Age-friendly Health Care"

Chair: Shu-Ti CHIOU

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List of national / regional HPH networks

http://www.hphnet.org/index.php?option=com_flexicontent&view=flexicontent&Itemid=18

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Call for papers for #63

We heartily welcome your news about HPH projects, past or upcoming events & conferences, publications, health promotion strategies or health promotion research from regional HPH networks, HPH task forces, single health promoting health care organisations, or HPH partner organisations (WHO, etc.), for publication in the international HPH Newsletter!

Guidelines for submission

Please send contributions of **max. 200 words**, outlining your message, and, if possible, a web link to extended information, to Ms. Christina Dietscher, WHO Collaborating Centre for Health Promotion in Hospitals and Health Care, Vienna, Austria, preferably as an e-mail attachment to vienna.who-cc@hphconferences.org.

Deadline for contributions to #63 will be **August 25, 2013**.