



Newsletter

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Editorial

Dear reader,

this Newsletter contains a report on the very successful 22nd International HPH conference in Barcelona, Spain, and a link to the Virtual Proceedings for further reading. Don't miss out next year's conference that will take place in Oslo, Norway, from June 10-12 – please save the date! During the general assembly before the Barcelona conference, a new HPH Governance Board was elected – find the board members introduced in this Newsletter issue.

In our Partners section, we remind you of WHO's world no tobacco day on May 31st and announce a new publication by WHO-Euro on equity in health. And we introduce you to Red Noses International, an association of clown doctors who support humor in healthcare culture. Finally, the events and publications section offers a choice of interesting conferences and publications for further reading.

As always, we look forward to your suggestions for themes and to your contributions for the next Newsletter issue. Please refer to page 7 for instructions to authors and submit your contribution until June 20, 2014.

Sincerely yours,

*Jürgen M. Pelikan,
 Christina Dietscher, Vienna*

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International HPH Network



**22nd International
 HPH Conference –
 Changing hospital & health
 service culture to better pro-
 mote health**

With around 740 participants from all continents, the 22nd HPH conference in Barcelona was a big success to which the rich conference program as well as the attractiveness of Barcelona as a touristic destination both contributed.

The conference was hosted by the Catalan HPH network who created an excellent conference atmosphere by providing a very convenient conference location and offering a very welcoming social program but who also contributed to the development of the conference program by suggesting organizational culture for health promotion as the main conference theme. This general topic was dealt with in 5 plenary sessions.

The plenary program

In the *opening plenary*, **Oliver GRÖNE** (London School of Hygiene and Tropical Medicine) presented findings from the DUQuE study on the impact of organizational culture on clinical outcomes and suggested improvements in culture as a relevant means to augment hospital health gain. **Carmen CABEZAS** (Deputy Director of Health Promotion, Directorate General of Public Health, Department of Health of the Generalitat of Catalonia) and **Cristina INIESTA** (President of Health Public Agency of Barcelona and Health Delegate of Barcelona City Council) gave examples of how healthcare culture can and has to be shaped by health policy as a highly relevant contextual factor.

The second plenary focused on *health literacy as an emerging concept for more patient-orient-*

ted healthcare. One of the pioneers in the field, **Rima RUDD** (Harvard School of Public Health), started the plenary by outlining how much literacy depends not only on individual skills but also on context factors and demands to be dealt with. Her lecture was followed by a presentation from **Rosa SUÑER** (Coordinator, Health Literacy Working Group, HPH Network Catalunya) who presented data on the organizational health literacy of Catalan hospitals and subsequent actions to make healthcare environments more comprehensible for their users. **Hans KLUGE** (Director, Division of Health Systems and Public Health, Special Representative of the Regional Director on M/XDR-TB, WHO Regional Office for Europe) closed the session by highlighting the importance of health literacy and patient empowerment not only for the outcomes of care but also for improving clinical and patient safety.

Plenary 3 – ***Enhancing the health environment for health professionals: Developing a more salutogenic culture for and by healthcare staff*** – touched on organizational culture for the hospital staff. **Georg BAUER** (University of Zurich) introduced in his presentation a corporate health index that can help organizations to regularly monitor working conditions from the employees' perspective, and to take action for improvement. **Consol SERRA** (University Pompeu Fabra, Barcelona) focused on how the development of leadership and the training of staff can contribute to an enhanced occupational culture. The two presentations were followed by a panel discussion with **Richard MASSÉ** (Coordinator, Quebec Network of HPH) and **Ying-Wei WANG** (Secretary General, Taiwan Society of Health Promoting Hospitals) who added to the theme from the managerial and the medical perspective.

Plenary 4 addressed the development of organizational culture by improving partnerships with other sectors in order to ***better address community health needs***. Presentations on three different settings outlined needs and opportunities for collaboration with healthcare: cities, represented by **Kevin J. CHEN** (Deputy Commissioner, Department of Health, Taipei City Government) who introduced the "health cloud over Taipei" as a community-enhanced program for better urban health; schools, represented by **Javier GALLEGO** (Dirección General de Salud Pública) who focused on the need for

collaborative activities in preventing health risks for adolescents; and universities, represented by **Christiane STOCK** (University of Southern Denmark) who outlined similarities and differences in health promotion in universities and hospitals.

Plenary 5 provided the audience with ***take-home messages on how to change organizational culture***. **Jorge Juan FERNANDÉZ** (Director, e-Health Interventions Department, Hospital Sant Joan de Déu) presented the "liquid hospital", a radical transformation of healthcare culture by using new technologies. **Eric de ROODENBEKE** (CEO, International Hospital Federation) introduced 5 major trends that drive constant hospital reform and also represent chances for an increased reorientation towards health promotion – i.e. the increasing empowerment of patients, the epidemiological trend towards multi-chronic conditions, breakthroughs in predictive medicine, the usage of electronic health records and universal health coverage as a key societal value. **Margareta KRISTENSON** (University of Linköping, Coordinator, Swedish HPH Network) gave a conference wrap-up, summarizing important points to be considered for the continued effort towards reorienting hospitals and health services towards health promotion.

Parallel sessions, symposia, workshops and posters

In addition to the plenary program, the conference had a total of 32 oral sessions, workshops and symposia on the main conference themes as well as additional topics of relevance for HPH, 14 oral mini sessions and two poster sessions, with a total of 582 accepted papers (75% of papers received).

So as in previous years, there was an election on the three best posters of the conference. The winners are:

- CHEN Wen Chun, LIU Tz Jie, and WU Wei Han for their poster "A Survey of Workplace Fatigue at a Hospital in Taiwan"
- TSAO Wen-Lung, HSU Chiu-Tien, LIN Ming-Nan, LIAO Hui-Yen, LIU Chiu-Man, and CHEN Chun-Po for their poster "Environmental Volunteering as a Protective Factor for Older Adults' Cognitive Function"; and
- PAGÈS-CADENA Núria, OLABARRIETA-ZARO Elena, FIGUERAS-BESALÚ Marina, ARBOIX-PEREJAMO Montse, JUVINYÀ-CANAL Dolors for

their poster “Does the primary healthcare centre of salt help health literacy?”

Conference modules

Alongside the conference, participants had a lot of training options, including a WHO HPH summer school, the workshop of HPH coordinators, the Gold Level Forum of the Global Network of Tobacco-Free Hospitals and Health Services, and a Newcomer’s workshop for those not yet familiar with the HPH concept.

Co-organisers

The conference was co-organized by a number of international partner organizations, including the International Union for Health Promotion and Education (IUHPE), the International Hospital Federation (IHF), the European Hospital and Healthcare Federation (HOPE), the European Federation of Nurses’ Associations (EFN), the Global Network of Tobacco-free Hospitals and Health Services (ENSH), and the Austrian Federal Ministry of Health (BMG). The IHF, with which HPH has a Memorandum of Understanding, also had their governance board meeting during the conference.

Further information

The conference abstract book, published as a supplement to the official HPH journal “Clinical Health Promotion”, is available online at.

<http://www.clinhp.org/images/stories/Archive/Vol4issue1/supplementum/final%20abstract%20book%20for%20online.pdf>

Virtual proceedings of the conference are partly already online, and are still edited and updated, at

<http://www.hphconferences.org/barcelona2014/proceedings.html>



23rd International HPH Conference – Oslo, June 10-12, 2015
Reserve the date!

Big thanks go to the Norwegian network of HPH who will host the 23rd International HPH conference

in Oslo, the capital city, from **June 10-12, 2015**. Please reserve the date!

The program is currently being developed along the working title “**Person-oriented health promotion in a rapidly changing world: Empowerment – Continuity – Complex Systems – New media & technologies**”. We do look forward to great speakers and exiting contributions. The Call for Papers will be online in October 2014 and open until January 2015 – watch out for further information!

For those interested in white nights, the middle of June will also provide an excellent opportunity to visit the northernmost point of Europe, the North Cap, and to experience the midnight sun in the aftermath of the conference.



Every two years, there is an election of board members of the international HPH Governance Board which consists of 7 members that are elected among the HPH network coordinators. Furthermore, the two WHO Collaborating Centres that support the HPH network hold permanent seats without voting rights in the committee. The newly elected board 2014-2016 consists of (in alphabetic order):

- Susan FRAMPTON (Connecticut)
- Nazih ELDIN (Ireland)
- Manel SANTIÑA (Catalonia)
- Raffaele ZORATTI (Chair, Italy)
- Ida BUKHOLM (Vice-Chair, Norway)
- Jerneja FARKAS-LAINCAK (Slovenia)
- Bozena WALEWSKA-ZIELECKA (Poland)
- Shu-Ti CHIYOU (Observer, Taiwan)

News from Partners and Related Organizations

WHO
Europe

World No Tobacco Day
Get active!

World No Tobacco Day (WNTD) was created by the Member States of the World Health Organization in 1987 to draw global attention to the tobacco epidemic and the preventable death and disease it causes. It is celebrated annually on May 31. The theme in 2014 is "Raise taxes on tobacco". Healthcare staff with their well-accepted authority on health issues are in an excellent position to get active in supporting campaigns and awareness-building.

For further information, please visit:

<http://www.euro.who.int/en/health-topics/disease-prevention/tobacco/world-no-tobacco-day/2014-raise-taxes-on-tobacco>

WHO
Europe

The equity action spectrum
Publication now available!

While population health indicators have improved across Europe overall, that improvement has not been experienced equally everywhere, or by all. Against this background, practical actions to address health inequities, especially in relation to tobacco, alcohol, obesity and injury, are amongst the priority public health challenges facing Europe. A new publication edited by WHO Euro, "**The equity action spectrum: taking a comprehensive approach. Guidance for addressing inequities in health**", offers policy-makers and public health professionals the tools and guidance to address the social determinants. The publication offers a framework that policy-makers at national, regional and local levels can apply to their own unique context, to help them consider the processes by which inequities occur and suggest policy interventions to address them.

The document can be downloaded at

http://www.euro.who.int/_data/assets/pdf_file/0005/247631/equity-action-150414.pdf?ua=1



RED NOSES
Clowndoctors
International
Humour care at patients' bedside

RED NOSES Clowndoctors International (RNI) is the umbrella organization of one of the largest clown doctor groups in the world. The first RED NOSES organization was created in Austria in 1994 by Mrs Monica Culen and Mr Giora Seeliger. Currently, RED NOSES is active in 11 countries and has ad hoc projects worldwide, such as the "Emergency Smile" crisis intervention team.

RED NOSES works to promote a positive and inclusive concept of health, which focuses on both the physical and psychological well-being of the patients. Equipped with an abundance of humour, our Clowndoctors take on the challenging task of conquering fear and emotional and psychological stress, which can be detrimental to the healing process. Visiting each patient directly at their bedside, they support those dealing with a serious illness, lengthy hospital stays and / or painful therapy.



Using a multidimensional and intersectoral approach, RED NOSES Clowndoctors turn the performance into a restorative experience and not merely a recreational moment. The performances make use of culturally appropriated and specially designed holistic approaches that comply with the needs and characteristics of every specific "audience" with the goal of improving the medical condition of those suffering from ill-health. Throughout the years the array of RED NOSES programmes available have gradually developed to encompass programmes for chronically and acutely ill children, geriatric and re-

habilitation patients, people with disabilities and / or other special vulnerable groups.

RED NOSES Clowndoctors develop a compassionate, respectful and person-centred care with a specific focus on the patients' individual needs. The visits last between 3 to 5 hours and are carried out by two artists, a male and a female. During the interaction, Clowndoctors use various artistic techniques (e.g. music, story-telling, circus art, magic and improvisation) to promote patients' active participation, encourage patients' critical thinking and ability to understand their situation and to look for ways to improve and challenge it. Active collaboration with medical staff is essential to guarantee the expected results of the intervention. Due to the highly sensitive environment where they perform, the artists' work is preceded by a rigorous training within the organization, namely its training platform – the International School of Humour – located in Vienna.

Hospital clowning has several physical and psychological benefits that contribute to the wellbeing of the patient and can improve their medical condition. Physically, the benefits of humour in healthcare range from strengthening the immune system and increasing pain tolerance to supporting lung and heart functions. Psychologically, hospital clowning has proven essential to empower and provide patients with coping strategies to deal with disease and feebleness. Through interactive play, RED NOSES Clowndoctors performances support resilience, reduce patients' anxiety, help patients to build-up confidence and self-esteem and can enhance patients' responsiveness to treatments. Hospital clowning has the potential to highly improve patients' attitude towards certain medical procedures / treatments and makes the hospital environment more humane and patient-friendly.

The added value of hospital clowning for the healing process has become widely accepted. Also, major improvements have been registered in the quality of care offered to patients in the wards where professional hospital clown programmes are being implemented. With over 320 clowns, RED NOSES Clowndoctors visits roughly 639,000 patients in 473 hospitals and other social and care institutions per year.



For more information about RED NOSES, please contact:

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Events, publications, links



Conferences & Meetings: *HPH and HPH partners*

HPH events

23rd International Conference on Health Promoting Hospitals and Health Services (HPH)

June 10-12, 2015, Oslo, Norway

www.hphconferences.org/oslo2015

(will be launched shortly)

Events of HPH partners and other organizations

8th European Patients' Rights Day: The role of citizens' organisations in the empowerment of patients with chronic diseases

May 12-13, 2014 Brussels, Belgium

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

HOPE AGORA 2014

Quality first! Challenges in the changing hospital and healthcare environment

May 26-28, 2014, Amsterdam, The Netherlands

<http://www.hope-agma.eu/>

Global Health Summer School – Health by System: The Role of Health Systems

July 13-18, 2014, Barcelona, Spain

[http://www.isglobal.org/programme-train/-](http://www.isglobal.org/programme-train/-/asset_publisher/oSgA0dGQ1Hzi/content/barcelona-global-health-summer-school)

[/asset_publisher/oSgA0dGQ1Hzi/content/barcelona-global-health-summer-school](http://www.isglobal.org/programme-train/-/asset_publisher/oSgA0dGQ1Hzi/content/barcelona-global-health-summer-school)

Mobilising Local Health Promotion Systems for Equity – Taking up the challenge of the social determinants of health

July 20-August 1, 2014, Rennes, France

[http://www.ehesp.fr/wp-](http://www.ehesp.fr/wp-content/uploads/2014/01/etc2014_v3_web.pdf)

[content/uploads/2014/01/etc2014_v3_web.pdf](http://www.ehesp.fr/wp-content/uploads/2014/01/etc2014_v3_web.pdf)

17th European Health Forum Gastein

Creating a better future for health in Europe

October 1-3, 2014, Gastein, Austria

<http://www.ehfg.org/home.html>

2nd International Conference on Health Literacy

October 6-8, 2014

Taipei, Taiwan

http://ahls-asia.org/announce.php?a_year=2014

International Symposium

“Health Literacy: Stärkung der Nutzerkompetenz und des Selbstmanagements bei chronischer Krankheit“

October 30-31, Bielefeld, Germany

[http://www.uni-](http://www.uni-bielefeld.de/gesundhw/ag6/nuv/symposium2014.html)

[bielefeld.de/gesundhw/ag6/nuv/symposium2014.html](http://www.uni-bielefeld.de/gesundhw/ag6/nuv/symposium2014.html)

7th European Public Health Conference

Mind the gap: Reducing inequalities in health and health care

November 19-22, 2014, Glasgow, Scotland

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



Books, articles & reports *HPH and HPH partners*

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Journal articles

Hutchison L., Gallagher J.E. (2014): **Health-promoting hospitals: a dream or reality?** In: Faculty Dental Journal 5 (1), 4-7(4)

Yaghoob M., Javadi M., Bahadori M. (2014): **Health promotion in Isfahan Private Hospitals: An Exploratory Factor Analysis**. In: Journal of Health Policy and Sustainable Health 1 (1), 23-26



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 “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%3AAtf-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

stchiou@bhp.doh.gov.tw

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 #68

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 organizations, or HPH partner organizations (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 Dr. 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 #68 will be **June 20, 2014**.