



Newsletter

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Editorial

Dear reader,

This year’s International HPH Conference will soon take place in the scenic town of Oslo – this will provide an excellent chance for learning and networking with peers from all over the world – make sure to be a part of this exciting event!

In the Partners section of the Newsletter, we feature the theme of WHO’s annual World-No-Tobacco-Day including an invitation to get active; and we inform you about the health relevance of climate change in the WHO European region.

The HPH News section, finally, updates you on a project by the Vienna WHO-CC in cooperation with the Austrian HPH network on organizational health literacy.

Should you wish to contribute to the next Newsletter issue, please contact us at vienna.who-cc@hphconferences.org. Please refer to page 6 for instructions for authors and submit your contribution until June 20, 2015.

Looking forward to seeing many of you in Oslo,

*Jürgen M. Pelikan,
Christina Dietscher, Vienna*

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International HPH Network



**23rd International
HPH Conference –
deadline for abstract
submission prolonged!**

Only a few more weeks to go until this year’s international HPH conference “**Person-oriented health promotion in a rapidly changing world: Co-production – Continuity – New media & technologies**” that will take place in Oslo, Norway, from **June 10-12, 2015**. So, if you haven’t yet done so, please make sure to book your conference ticket and make your travel arrangements in time!

You will have the chance to participate in an exciting event, with 16 high-key plenary presentations, almost 40 oral paper and 20 oral mini sessions, and 2 poster sessions, with a total of 681 presentations from abstracts received. There will also be special sessions, workshops and symposia on topics of high relevance to HPH, including clinical health promotion, tobacco-free, culturally competent, age-friendly and environment-friendly healthcare. Detailed program information and the link to online registration can be found at

<http://www.hphconferences.org/oslo2015.html>

We do look forward to meeting many of you in Oslo, the scenic capital of Norway!



VisitOSLO/Normanns Kunstforlag/Terje Bakke Pettersen

News from HPH partners

**WHO
Head-
quarters**

**World No Tobacco
Day 2015**
*Stop illicit trade of tobacco
products*

World No Tobacco Day (WNTD) is an initiative by WHO and partners that takes place annually on 31st May. According to estimates, tobacco kills nearly 6 million people each year, amongst these more than 600.000 non-smokers. If the trend continues, more than 8 million people, of these more than 80% in low and middle-income countries, will be killed every year by 2030. Against this background, WNTD aims to highlight the health risks associated with tobacco use and to advocate for effective policies and strategies to reduce tobacco consumption. The slogan of WNTD 2015 is "Stop illicit trade of tobacco products". WHO estimates that the illicit tobacco market may account for as much as one in every 10 cigarettes consumed globally. Almost all countries throughout the world are subject to illicit trade in some form or another.

Against this background, the WNTD 2015 Campaign aims a.o. to raise awareness on the harm that illicit tobacco trade causes to people's health, especially to youth and low-income groups, since the lower prices of illicit products result in increased accessibility and affordability. WHO also aims to demonstrate that illicit tobacco trade undermines healthcare gains and programmes, tobacco control policies, pictorial health warnings and other measures, and how the tobacco industry has been involved in the illicit trade of tobacco products.

But illicit tobacco trade is not only a threat to the health of people. It also creates wealth for criminal groups to finance other organized crime activities, including drugs, human and arms trafficking, as well as terrorism. Therefore, WHO aims to promote the ratification of, accession to and use of the Protocol to Eliminate Illicit Trade in Tobacco Products by all Parties to the WHO Framework Convention on Tobacco Control (WHO FCTC). If you want to get active, please find more information on WNTD 2015 at <http://www.who.int/campaigns/no-tobacco-day/2015/event/en/>

WHO-Euro

**Vulnerability to
climate change –
*Call for action***

Heat waves and other extreme weather events as well as new challenges in relation to vector-borne diseases are some of the climate change-related challenges affecting countries in the WHO European Region, says a new WHO-Euro report. The publication includes an assessment of the vulnerability of 32 WHO-Euro member states to climate change. Vulnerability to intense heat stood out as a common factor across all countries. As a consequence, Dr. Bettina Menne, Program Manager of the WHO Centre for Environment and Health, states that "the health sector needs to work more and better with other sectors to scale up those measures that improve health and systematically integrate climate considerations into their own operations."

Health in Europe is already suffering as a result of the effects of climate change. The devastating floods of May 2014 in Bosnia and Herzegovina, Croatia and Serbia affected more than 2.5 million and killed 60 people. In addition, a WHO study released in 2014 projects an annual increase of heat-related deaths in Europe, reaching 27.000 by 2050, for the over-65 age group unless action is taken now.

The Parma Commitment to Act, which was endorsed in 2010 across the European Region, agreed overall goals and strategies for action that included both adapting to and tackling climate change. The Commitment also included measures to reduce exposure to and emissions of greenhouse gases and actions to improve health system resilience and environmental sustainability.

The majority of countries in the WHO European Region have taken action to reduce greenhouse gas emissions as part of their national legislation and obligations under the United Nations Framework Convention on Climate Change (UNFCCC), but very few capitalize on the health co-benefits of energy, transport, building or agriculture measures that are a key immediate gain of climate change policies. Further information is available at <http://www.euro.who.int/en/health-topics/environment-and-health/Climate-change>

News from HPH Networks and Task Forces

Austrian NEWS

Health literate healthcare organizations

First results of piloting an organizational self-assessment tool

Health literacy (HL) – defined as the ability to find, understand, appraise and apply health-relevant information (Sorensen et al. 2012) – is increasingly being discussed as a determinant, mediator or moderator of health. Especially in healthcare, patients with limited HL have been found to seek help at later stages, and to have higher risks of sub-optimal treatment outcomes, because they are less able to explain their condition and to understand what they should do about it (Brach et al. 2012).

Following Rudd & Anderson (2006) and Parker (2009), HL is a relative concept: whether people are able to find, understand, appraise and apply health-relevant information depends only partly on their individual abilities, as conditions in the healthcare environment also play an important role: information can be more or less easily available, it can be provided in more or less understandable ways, appraisal can be supported by providing the sources of information, and applicability can be supported by breaking down the information in easy-to-follow chunks. Thus, the level of abilities needed to make a person health-literate highly depends on the conditions in the healthcare environment.

HL can therefore not only be enhanced by teaching individuals – which is sometimes necessary and important, especially in patients with chronic conditions – but HL can also be improved by making the healthcare environment less demanding. Against this background, a publication by the Institute of Medicine (Brach et al. 2012) coined the term “health-literate organization” – which means an organization that systematically works on lowering demands towards HL.

Building up on that approach, the Ludwig Boltzmann Institute Health Promotion Research (LBIHPR)

in Vienna developed the “Vienna Concept of Health-Literate Organizations (V-HLO)” (compare Pelikan & Dietscher 2015, and Pelikan, Dietscher, Rudd, Schillinger in preparation). The concept has nine standards which were developed following the guidelines of the International Society for Quality in Healthcare (ISQua):

1. Decide on management policy and organizational capacities for HL implementation and evaluation
2. Guarantee participative development of HL interventions
3. Train staff for HL communication with patients
4. Provide information and training for health promoting access to, healthy living and working in the organization
5. Promote HL communication with patients in diagnosis and treatment – in direct interactions and via written, audiovisual or social media content
6. Enhance HL of patients for self-management of disease-related conditions and lifestyle improvements
7. Enhance HL of staff for self-management of disease-related conditions and lifestyle improvements
8. Contribute to community HL for self-management of disease-related conditions and lifestyle improvements
9. Advocate and network for HLO dissemination

In order to support the implementation of the standards in healthcare practice, a self-assessment tool with 22 sub-standards and 160 indicators was developed to facilitate an organizational diagnosis as a first step in a systematic organizational development process.

The instrument – in German language – was tested for understandability, applicability and perceived usefulness in 9 Austrian healthcare organizations of different types and sizes, located both in urban areas and country sides, between October 2014 and March 2015. Results show that healthcare organizations find the V-HLO concept timely and HL an important dimension of healthcare quality. Participants found the tool understandable and the items relevant, and it was feasible to conduct the self-assessment in multi-professional teams, as suggested by the tool developers.

Concerning content, standards 1, 2 and 3 seem to be the areas with most need for further development.

Standard 1 – which refers to organizational policy and capacities for HL – could be improved by integrating HL items into regular monitoring and reporting on organizational level. In hospital trusts, it would be important to have such an approach supported on trust level. And of course, it would also help if accreditation agencies or national healthcare policy would integrate HL items into their item sets and guidelines.

Standard 2, the participative development and evaluation of materials and services, might profit from national competence centers that can provide tested exemplars of information leaflets, consent forms and other materials in the most relevant languages of a given region.

Concerning standard 3, which is about the HL competencies of healthcare staff, efforts should be made to integrate HL into the training curricula of healthcare professionals, including nursing (compare Altin / Stark 2015) or medical doctors (compare Brach, Schillinger 2014).

While standard 3, the training of healthcare staff, can be expected to gradually improve over time when the concept of HLO gains further momentum in healthcare practice, more pointed interventions seem to be needed to improve performance in the area of standard 2, the participation of users.

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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)

Person-oriented health promotion in a rapidly changing world: Co-production – Continuity – New media & technologies

Oslo, Norway, June 10-12, 2015

www.hphconferences.org/oslo2015

Events of HPH partners and other organizations

Hospitals 2020 – Hospitals of the future, healthcare of the future

Warsaw, Poland, May 31 – June 2, 2015

http://www.hope-agora.eu/?page_id=1297

HOPE Agora 2015

Hospitals of the future, healthcare of the future

Warsaw, Poland, June 1-2, 2015

http://www.hope-agora.eu/?page_id=306

IInd Mediterranean Symposium on Health Promotion Assets and Capacities

June 3-5, 2015, Girona, Spain

<https://www.udg.edu/jornades/PSAM/Presentaci%C3%B3/tabid/18506/language/en-US/Default.aspx>

2015 International Conference on Health Promoting Universities and Colleges:

Promising Paths: Research, Practice and Policy for Healthy and Sustainable Campuses.

The University of British Columbia, Okanagan Campus, Kelowna, Canada, Date: June 22 - 26, 2015

<http://www.internationalhealthycampuses2015.com/>

12th International Family Nursing Conference

Odense, Denmark

Improving family health globally through research, education and practice

August 18-21, 2015

<http://internationalfamilynursing.org/2013/07/11/2015-conference/>

6th International Carers Conference

Care and caring: future proofing the new demographics

September 3-6, 2015, Gothenburg, Sweden

<http://www.neilstewartassociates.com/sh323>

4th World Congress of Clinical Safety

Clinical Management for Healthcare Risk and Crisis

Vienna, Austria, September 28-30

<http://www.iarmm.org/4WCCS/>

39th IHF World Hospital Congress

Advancing Global Health & Health Care

October 6-8, 2015, Chicago, USA

<http://www.worldhospitalcongress.org/en/>

8th European Public Health Conference

Health in Europe – from global to local policies, methods and practices

Milan, Italy, October 14-17, 2015

<http://www.ephconference.org/future-conferences-125>

9th European Congress on Violence in Clinical Psychiatry

Advancing Knowledge – Transforming Practice

Copenhagen, Denmark, October 22-24, 2015

<http://www.oudconsultancy.nl/Copenhagen2015/index.html>

22nd IUHPE World Conference on Health Promotion

Promoting Health and Equity

May 22-26, 2016, Curitiba, Brazil

<http://www.iuhpe.org/index.php/en/22nd-iuhpe-world-conference-in-brazil>



Books, articles & reports

HPH and HPH partners

Devnani M, Gupta AK, Goel S, Singh A (2014): **Building Health Promoting Hospitals – a new concept in hospital administration.** In: Goel S, Gupta AK and Singh A (Eds.): Hospital administration: a problem solving approach. New Delhi: Reed Elsevier India, 13-17

Lee CB, Chen MS, Powell MJ, Chu CMY (2015): **Self-Reported Changes in the Implementation of Hospital-Based Health Promotion in Taiwan.** In: American Journal of Health Promotion 29 (3), 200-203
doi: dx.doi.org/10.4278/ajhp.120816-ARB-397

Tønnesen H, Weber Egholm J, Oppedal K, Lauritzen JB, Madsen BL, Pedersen B (2015): **Patient education for alcohol cessation intervention at the time of acute fracture surgery: study protocol for a randomised clinical multi-centre trial on a gold standard programme (Scand-Ankle).** In: BMJ Surgery 15:52, doi:10.1186/s12893-015-0035-z



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: Ilaria SIMONELLI (ITA)

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: Chin-Lon LIN (TW)

http://www.hphnet.org/index.php?option=com_content&view=article&id=143%3Atp-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

Call for papers for #73

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 #73 will be **June 20, 2015**.

Editors

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