



News from the International HPH Network

HPH makes historical MoU with WHO

In late 2010, the long awaited WHO/HPH Memorandum of Understanding (MoU) became reality, as it was signed by WHO Euro Regional Director Zsuzsanna Jakab. The document was officially presented to the HPH Governance Board by WHO Regional Advisor, Maria Haralanova, who at the same time extended WHO's warmest congratulations to the International HPH Network on the historical achievement.

About the MoU

The collaboration between WHO and HPH will include both policy, training, implementation, research etc. And in a WHO perspective, the HPH collaboration fits very directly into the European policy document "Health 2020", which is under development, and which will specify WHO's visions, values principles and main policies in the area.

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Since the signing, a detailed work plan has been made to put the collaboration framework of the MoU into action as soon as possible. The final draft of this plan is expected to be presented at the HPH General Assembly at the International HPH Conference in June 2011.

The WHO/HPH MoU aligns nicely with current WHO policy in the area. Furthermore, as the need for evidence-based health promotion is more pressing than ever, HPH's platform and channels are very valuable in spreading the visions, values and concepts of WHO but also, and just as importantly, to strongly assist the actual evidence-based implementation and practices through the many HPH hospitals and health services.



WHO/HPH MoU Signing Ceremony

On behalf of the WHO, Regional Adviser, Maria Haralanova concluded that she is very happy to see more focus on and closer collaboration with HPH. She noted that:

"HPH is a much needed network and partner for WHO, and HPH can assist greatly with evidence, support, coordination, monitoring and implementation of health promotion aimed at patients, staff and community."

On that note, the official signing ceremony was held, where the original MoU with WHO Euro Regional Director, Zsuzsanna Jakab's signature was signed by Governance Board Chairman, Louis Coté, and International HPH Secretariat CEO, Hanne Tønnesen on behalf on the International HPH Network.



Presenting the MoU at the GB Meeting, Dec 2010

The MoU can be downloaded freely from HPHNET.ORG, and in mid 2011, a combined HPH Constitution & HPH/WHO MoU document will be printed and distributed to all HPH members.



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About HPH in Portugal

There is, as of yet, no HPH Network in Portugal, but very important first steps have been taken by the Portuguese High Commissioner's Office. The first Portuguese Conference on HPH was held successfully in November 2009.

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Portuguese High Commissioner for Health, Maria do Céu Machado

About HPH in Slovenia

Although Slovenia does not yet have a Network, the future is looking bright. Aside from the first meetings being held with both international and Slovenian representatives, the general atmosphere is very positive.

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First members in Portugal

Portugal is one of the up-and-coming countries in HPH. Thanks to a large-scaled effort by the Portuguese High Commissioner for Health and her staff dedicated to the task of introducing HPH to the country's hospitals and health services, the very first members have by now joined HPH officially - and it is hoped more will follow.

We are very pleased to inform everyone that Portugal's first member of the International HPH Network is the O Porto Hospital Centre in Porto. Furthermore the Trás-os-Montes and Alto Douro Hospital Centre has also just filed their application.

Also, we can safely say that this progress is

The HPH Network is thrilled to welcome Portugal and the members to the Network and look forward to a fruitful collaboration in future for the benefit of patients, staff and communities all over Portugal.

To mark the important occasion of the very first Portuguese HPH members, the high Commissioner said:

I received with great pleasure the news of the first official memberships by Portuguese Hospitals to the HPH Network, namely the O Porto Hospital Centre, the Trás-os-Montes and Alto Douro Hospital Centre. The Office of the High Commissioner in Portugal recognises the significant work of the HPH Network in the health promotion field and has made an effort to facilitate membership across the country. With these memberships, I hope we have taken the first steps into establishing a Portuguese HPH Network in the near future.

HPH in Slovenia

On March 10, 2011, a meeting of hospitals and health services interested in HPH membership was held. Taking part in the meeting to support the development were both representatives from the Slovenian Ministry of health and Dr. Marijan Ivanusa, Head of the WHO Country Office in Slovenia.

The meeting took place in Slovenia's capital, Ljubljana, and among the key points on the agenda were discussions such as how to get further ahead with HPH memberships in Slovenia, how to move towards establishing a national HPH network and much more. Many of the hospital representative also shared very inspiring cases of the many health promoting initiatives taking place all over the country's health care system. Likewise, Slovenian interest in international HPH Task Forces was discussed, and hopefully Slovenian participation in the work will be made into reality soon.

The next meeting of the interested Slovenian Hospitals and Health Services will be organised by the Ministry of Health very soon, and it will be focused on getting more HPH members in Slovenia. Preliminary discussions of how to establish and anchor a national HPH network, to the best possible benefit of both patients, staff and community, will also be on the agenda.



Prof. Hanne Tønnesen, CEO of the International HPH Secretariat presents the HPH Membership Certificate to the representatives of the University Clinic of Respiratory and Allergic Diseases in Golnik (as the second member in the country).



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HPHNET.ORG - The new HPH website

The completely remodelled and brand new HPH website went live in early 2011, and since then many developments have taken place. Content keeps coming in, Task Forces and Networks are adding more and more information to their own sub-sites, a new standard reporting section is almost done and much more.

About HPHNET

As the old (2005) website of HPH was becoming outdated, the HPH General Assembly made a decision in May 2009 to completely remake HPH's site to boost the overall online presence. Subsequently, a large user survey was conducted to determine needs and wishes of users. The development of the site was commenced by the International HPH Secretariat in 2010 and it went online on January 15, 2010.

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The new HPH website can be found at either hphnet.org or hphnetwork.org. They both direct the user to the new site. The new site will of course also be replacing the old HPH website, so after an initial period of transition, the domain healthpromotinghospitals.org will redirect users to HPHNET too.

In spite of the many www addresses, we have by now found that we like the word HPHNET the best - it seems to be a more catchy name for the new online platform - and so that has stuck with us at the International HPH Secretariat. Maybe by using it and referring to it that way, people will also remember the address better and visit more?

There certainly are lots of reasons to visit. The site features lots of new resources and it is built on the ideas, preferences and needs of the users (as determined in the HPH Website User Survey 2009 - 2010).

The initial feedback on the new site has also been positive, and it seems that the users have really taken to it. Many have made user profiles already and hit numbers increase by the hour, in all areas of the site. Secondly, all Network Coordinators, Task Force Leaders and Working Group Leaders have received dedicated HPHNET sub-sites of their own, as well as a manual on how to get started with them.

These sub-sites can then be maintained, updated and tailored very freely by the responsible Coordinator, TF Leader or WG Leader. It is very simple, and many

are well on the way.

In one instance a Task Force (the HPH TF on the Rights of Children and Adolescents in and by Hospitals) actually had so much content to add that they requested six additional pages for their sub-site. Looking at what that Task Force has done with their sub-site now, a few weeks after, it simply looks great and it is certainly a highly informative place to visit for any one interested.

Finally, we just wish to extend a very warm welcome to the site. We also hope that you will continue to send us all your wonderful ideas and input, so we can keep improving and developing the site to continuously fit your needs and wishes.

Also, we invite you regularly follow the news section to see when new additions to the site are made (we will also post on twitter and Facebook, of course).

Welcome to HPHNET.org!



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Introducing St. Mary Medical Center

As an ongoing feature we will in each issue give HPH members the opportunity to share experiences, inspiration and knowledge regarding Health Promotion in Hospitals & Health Services. In this issue we focus on one of the newest members - St. Mary Medical Center.



St. Mary Medical Center in scenic Langhorne, PA.

About St. Mary

St. Mary Medical Center is situated on the US East coast, in Longhorn Pennsylvania. The center is licensed for 374 beds, occupies more than 600 physicians and over 2700 employees. St. Mary became a member of the Pennsylvania regional HPH network in March 2011.

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Barbara Adons,
Director of
Community Health
Services

We contacted Barbara Adons, Director of Community Health Services for a talk about their membership and experiences on implementation of Health Promotion initiatives.

Barbara states that, "St. Mary continues to move toward collaborative, flexible models of care delivery aligned with the needs of the target population in the pursuit of improved health. At St. Mary, we strive to address health needs at all points along the continuum of health and well-being, through participation of, engagement with and targeted interventions for the population." Barbara elaborates further on St. Mary's expectations for the HPH membership, "Our interest in participating in the HPH Network is a better understanding of core values and strategies that create potential for the highest level of performance, and we thereby hope to become inspired by how examples of this framework has been successfully applied elsewhere."

Healthy staff

Among St. Mary's impressive HP initiatives is a comprehensive Colleague Wellness initiative, entitled "Make Every Day About Living" (MEDAL). The program includes health risk assessments (HRAs), a smoking cessation program, Way2Wellness and a healthy lifestyle program focusing on fitness, nutrition and mind-body skills.

St. Mary engages colleagues and communicates the goal of improving health and well-being. Barbara points out that the Colleague Wellness Committee with membership across all levels at St. Mary is key, and she emphasises an ex-

ample on the involvement of the staff, "One of our recent walking challenges took place in celebration of our National Awareness Campaign For Women About Heart Disease, held country-wide each February. Teams of 5 competed to walk the most steps during 2 weeks with the goal of being the first to reach the summit of Mount Everest, or 500,000 steps. Over 300 colleagues participated. Also our Lunch N' Learn health literacy programs focus on topics such as knowing your risk factors."

Political awareness

We also talked to Barbara about the local political climate for Health Promotion. She said: "Local officials support St. Mary and others in pursuit of improving the health in our community. This includes creating an environment supportive of physical activity, such as walking trails and parks, as well as support to small farmers that make fresh produce available. St. Mary offers week-long summer camp programs at some of these local farms, and teach children ages 6-13 how to prepare snacks and light, healthy meals for breakfast and lunch using the fresh produce." Barbara also notes that the time is ripe in the USA for health promotion and disease prevention, and that it has been embraced by St. Mary's President and CEO, as well as the Board of Directors. "Through leadership and collaborative efforts, St. Mary is successfully promoting better health and health care by advancing prevention and wellness."

We would like to welcome St. Mary Medical Center to the HPH Network, and we look forward to working together to achieve our common goals.



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Coronary patients share experiences

Else Karin Kogstad, local HPH Coordinator and Head of Dept. at Centre for HP at Akershus University Hospital will here tell about patient experiences from an HP initiative.

About AKERSHUS HOSPITAL

Akershus University Hospital is one of fourteen hospitals owned by South-Eastern Norway Regional Health Authority. The hospital is situated in Akershus County, surrounding the Norwegian capital of Oslo, where it covers the areas 460.000 inhabitants.

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Exercise can also be a walk outside

Akershus University Hospital aims to be the most patient friendly and focused hospital in Norway. One of the new highly welcomed HP initiatives is aimed at a group of coronary heart disease patients. As Else Karin explains, "A group intervention is offered, consisting smoking cessation, guidance concerning nutrition and physical activity. The patients are followed-up over 8 weeks with controls after 3, 6 and 12 months. Motivational interviewing is used as a method, and the patients are given individual feedback on their progress."

An important part of the program is the collaboration with the patients' GPs, "We were cooperating closely with the general practitioner of each patient who would follow-up after the course had ended. They were also encouraged to make use of offers provided by patient organisations."

Else Karin shares on how well the program has been received, "The patients expressed great enthusiasm about being offered such a program, and were highly motivated to make changes in their lifestyle. All of the participants stopped smoking, changed their diet to more healthy food and were more physically active (which also affected their families). Many of the patients expressed gratitude for having been given a new chance in life, after having had the feeling of having one foot in the grave. Their anxiety about straining themselves through physical activity decreased during the program as they felt more secure about challenging themselves." Akershus University Hospital has had great success with the combination of hospital initiative and coordination with the patient's own doctor – an applicable experience that they are happy to share.

HPH membership growth

HPH member numbers continue to soar. The strategic growth goals of the HPH General Assembly of 100 net members in 2010 were reached, but by now it looks like the steps taken to support and nurture such growth continues to bear fruit into 2011 also. In May 2011 the member number is on the verge of 850 hospitals and health services world wide, which means that we are well underway with 100 net members in 2011 also.

For a detailed view of the HPH membership geographical distribution, please see the map.

HPH World Map 2011

