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International Network of  
Health Promoting Hospitals  
& Health Services

29<sup>th</sup> International Conference  
on Health Promoting Hospitals and Health Services

## **The Role of Health Promotion in Well-being-oriented Healthcare**

in memoriam Jürgen Pelikan

September 20-22, 2023  
University of Vienna, Währinger Strasse 29, 1090 Vienna, Austria  
Hybrid conference

### **Abstract book**



Österreichisches Netzwerk  
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Gesundheitseinrichtungen



Gesundheit Österreich  
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Bundesministerium  
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und Konsumentenschutz



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Gesundheitsförderung

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## Editorial

Dear participants of the 29<sup>th</sup> International Conference on Health Promoting Hospitals and Health Services!

This year, the annual International Conference on Health Promoting Hospitals and Health Services (HPH) is being held in the city of Vienna, Austria and kindly hosted by the HPH Network Austria, together with the Austrian Ministry of Social Affairs, Health, Care and Consumer Protection, as well as the Gesundheit Österreich GmbH (Austrian National Public Health Institute). After 1997 and 2017, the international HPH conference will thus take place in Vienna for the third time.

The Austrian HPH Network was built on the experiences of the first European pilot project "Gesundheit und Krankenhaus" ("Health and Hospital") that was conducted from 1989 until 1996 at the Krankenanstalt Rudolfstiftung (today Klinik Landstrasse), a Viennese hospital with a long tradition. With the support of the World Health Organization, this project led not just to the foundation of the Austrian HPH network in the year 1996, but also helped to accelerate the European developments in regard of the international HPH network.

Since 2006, the Austrian HPH network is organized as an independent association of hospitals and health care organizations, funded by its members, and supported by the Ministry of Social Affairs, Health, Care and Consumer Protection. Since then, the network has been an important driving force and source of impetus for the further development of health promotion in health care facilities in Austria. This is always done in close and mutually beneficial exchange with national and international network partners. Recently, the political funding has been increased via the progressive "Agenda Health Promotion" that supports an increased focus on health promotion vis-à-vis a more traditional focus of health care systems.

The original idea for the main theme and the topics of the plenary sessions of this conference came from Jürgen Pelikan. The local host, together with the scientific committee and Jürgen Pelikan in his role as chair of the scientific committee, have decided to focus the 29<sup>th</sup> International HPH Conference on "The Role of Health Promotion in Well-Being-Oriented Healthcare". The conference aims to follow up on the recent Geneva Charter for Well-Being of WHO, putting the considerations stated there into practice. Moreover, the conference offers the opportunity for experts and colleagues from all the corners of the international HPH movement, to share their experiences of how well-being is already being a main focal point in many health care organizations, that cooperate within the international network.

Altogether, 13 plenary lectures by renowned international experts will address these themes during the two and a half days of the conference. In addition to the five plenaries, the conference will offer a rich parallel program including oral presentations and workshops, mini oral presentations, and posters. Overall, the Scientific Committee screened over 670 abstracts, which were submitted from around the world. Out of these, 405 abstracts (60 %) were finally accepted for presentation in 23 oral sessions and workshops (15 in-person and 8 online sessions; altogether 94 abstracts), 11 mini oral sessions (7 in-person and 4 online sessions; altogether 68 abstracts), and an electronic poster session (243 abstracts).

Delegates from all over the world will meet at the conference to present, discuss, and network around topics related to HPH.

This abstract book of the 29<sup>th</sup> International HPH Conference will be published as a publication of the Virtual Proceedings after the event.

Now, we would like to thank all those who contributed to the program development and to the production of this abstract book. Our special thanks go to the plenary speakers, all abstract submitters, the members of the Scientific Committee, in particular for the review of numerous abstracts, the chairs of the plenary and parallel sessions, and above all the local hosts of this 29<sup>th</sup> International HPH Conference in Vienna.

Peter Nowak & Birgit Metzler

Competence Centre Health Promotion and Healthcare at Gesundheit Österreich GmbH (Austrian National Public Health Institute)

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- Nicolas Bonnet, HPH Network France
- Mafaten Chaouali, WHO/Euro
- Shu-Ti Chiou, HPH Task Force Age-Friendly Health care
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- Simone Tasso, former HPH regional Network Italy-Veneto
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- Anna-Kristina Wahl, Austrian National Public Health Institute
- Bożena Walewska-Zielecka, Chair of the HPH Governance Board, HPH Network Poland

## Scope & Purpose

The experiences of the early 21<sup>st</sup> century have unequivocally raised awareness for the global interconnectedness of our personal lives and our societies in general. Multidimensional crises, with significant impact on social and individual health and well-being, increasingly require responses based on co-operation, the building of new relations, and the exchange of tools and techniques. These demands have been captured by the ideas stated in the WHO Geneva Charter for Well-Being (2021), the latest formulation of the health promotion ideals, emphasizing stronger than ever the personal and social interdependencies.

The Charter impresses on the importance of social determinants, on equity, participation, and the effects of well-being on a peaceful and healthy development of society. It calls for a deliberation of the way digital communication impacts individual health both in the way of opportunities and challenges. The Charter promotes ecological awareness and points out how our health and healthcare systems are connected to our physical surroundings and the natural world. We find the significance of well-being and health in general boosted in a world of ongoing crises and are challenged to learn and grow to overcome exclusion and social division.

Against this backdrop, the 29<sup>th</sup> International Conference on Health Promoting Hospitals and Health Services addresses the role of health promotion in well-being-oriented healthcare.

The conference is dedicated to Jürgen Pelikan (21.1.1940 – 11.2.2023) in recognition of his significant role in initiating, implementing, and perpetuating HPH. He was Chair of the Scientific Committee of all International HPH Conferences since the first HPH conference in 1993.

### **Opportunities and challenges of health promotion to recruit and maintain a healthy workforce in health care settings**

The first plenary session will focus on the workforce, as the foundation of health-care systems. The globally increasing challenges to attract, recruit and retain health-care workers have reached public awareness, as have issues of supporting and maintaining their health and well-being. Health promotion has repeatedly shown effects on work satisfaction and productivity. The identification and implementation of effective strategies based on insights and experiences remain a challenge.

### **Contributions of health promotion to climate change mitigation and adaption**

In the face of ecological as well as economic crises, the aim to restructure our societies, organizations, and personal lives towards more sustainability, has become an integral part of many ideas for societal development. The present energy crisis

is exacerbating the urgency of these ideas while highlighting interdependencies in our global economy. The second plenary session will address the crucial roles the health sector plays in reducing greenhouse gas emissions and thus improve lives. Furthermore, successful contributions of health promotion in healthcare to climate change mitigation and adaption will be shown and requirements discussed.

### **Empowering patients, families and communities for times of crises and beyond**

Multiple crises are affecting billions of people around the world in the way they live their lives. Technological advancements accelerate the speed of health services provision and the need for people-centered communication. Many of the responses to these challenges risk to aggravate social inequity and pose challenges to our physical, mental, as well as to our spiritual and social well-being. The intersectionality of health of patients, families and communities puts increasing demands on healthcare providers. How to best provide support to those who need it will be the topic of plenary session number three.

### **Primary health care-hospitals partnerships as drivers of public health**

In many cases, primary health care will be the first contact for patients with the institutions of professional healthcare. Their role to promote equitable universal health coverage has furthermore been emphasized, as the demands of health communication have intensified vis-à-vis the increased needs of the broader public. The fourth plenary session targets the role of primary health care as an intermediate between and partner of hospitals and the public and how to strengthen the relationship between these partners.

### **Health Promotion as a pillar of well-being-oriented healthcare**

The development of HPH is inevitably influenced by the global health, social, environmental and equity challenges societies are facing. Considering the various aspects addressed throughout the conference, the fifth and final plenary session will discuss what this means for the future and how and what HPH can contribute to sustainable health and well-being.

## Wednesday, September 20, 2023

**09:00-16:00**

GNTH Conference Conference of the Global Network for Tobacco Free Healthcare Services

**16:30-17:00**

Digital meet & greet for online participants

**17:00-17:45**

Formal Opening In memoriam Jürgen Pelikan

**17:45-19:15**

**Plenary 1** Opportunities and Challenges of Health Promotion to Recruit and Maintain a Healthy Workforce in Health Care Settings

**19:15-22:00**

Welcome Reception, networking

## Thursday, September 21, 2023

**08:30-09:00**

Digital meet & greet for online participants

**09:00-10:30**

**Plenary 2** Contributions of Health Promotion to Climate Change Mitigation and Adaptation

**09:00-18:00**

**Virtual Poster Session**

**10:30-11:00**

Coffee, tea, refreshments, networking

**11:00-12:30**

**Oral parallel sessions 1** from abstracts received & symposia by HPH task forces & conference workshops

**12:30-13:30**

Lunch, networking

**13:30-14:15**

**Mini oral parallel sessions 1** from abstracts received

**14:20-15:45**

**Oral parallel sessions 2** from abstracts received & symposia by HPH task forces & conference workshops

**15:45-16:15**

Coffee, tea, refreshments, networking

**16:15-17:45**

**Plenary 3** Empowering Patients, Families and Communities for Times of Crises and Beyond

**19:30-22:00**

Conference Dinner, Rathauskeller

## Friday, September 22, 2023

**08:30-09:00**

Digital meet & greet for online participants

**09:00-10:30**

**Plenary 4** Primary Health Care-Hospital Partnerships as Drivers of Public Health

**09:00-18:00**

**Virtual Poster Session**

**10:30-11:00**

Coffee, tea, refreshments, networking

**11:00-12:30**

**Oral parallel sessions 3** from abstracts received & symposia by HPH task forces & conference workshops

**12:30-13:30**

Lunch, networking

**13:30-14:15**

**Mini oral parallel sessions 2** from abstracts received

**14:20-15:45**

**Oral parallel sessions 4** from abstracts received & symposia by HPH task forces & conference workshops

**15:45-16:00**

Coffee, tea, refreshments, networking

**16:00-17:30**

**Plenary 5** Health Promotion as a Pillar of Well-Being-Oriented Health Care

**17:30-17:45**

Conference closing and announcement of the International HPH Conference 2024

**17:45-19:00**

Farewell refreshments, networking

and by informed civic participation; The Recommendations are dedicated to deepening the links between the development of local health services and civic participation

### Results

The Turin Recommendations were prepared with the Conference participants and presented to the HPH International Network. The document was approved by the HPH Governance Board, which supports its contents and intentions

### Conclusions/lessons learned

Sharing with manager and professionals of Regione Piemonte, Hospitals and Local Health Authorities HPH Standards and Recommendations and collaborating with them is useful to achieve the national and regional goals about the Chronicity and Prevention Plans. Collaborating with Cittadinanzattiva and other Citizens and Patient Associations is crucial for leading communities aware of their rights and Civic participation

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## HPH strategy at Nantes University Hospital: where do we stand after 2 years of opening the « Hall Santé »?

**BARREAU Berangere, JOSSOME Aline, LE RHUN Anne, RABILLER Erwan, JOLIVET Anne, MORET Leila**

### Background and objective

Inaugurated at the end of 2021, the « Hall Santé » is Nantes University Hospital's flagship structure for the development of health promotion. The project, initiated by the public health department, began at the end of 2018 with the membership in the HPH network, and then continued with a quantitative and qualitative evaluation of the clinical teams' needs. This assessment made it possible to build a structured project financially supported by the Regional (Pays de la Loire) Agency of Health. Premises were fitted out, the identity and brand of the « Hall Santé » were created and protected, and a project team was recruited. After two years of implementation, what assessment can we make and what are the prospects for development?

### Methods/intervention

The missions of the « Hall santé » are: for professionals, to create health promotion events, to support their projects, to train them and to promote their health; for patients, to develop health education programs. A multi-year program of actions has been formalized. For professionals, a health promotion week is organized every year.

### Results

While the first two editions were mainly designed by the project team, the one planned in June 2023 is co-constructed with 15 clinical teams. A flash training course on "Health promotion, what does it have to do with me?" has been deployed, completed by the creation of a comic book. Several clinical teams were trained to lead collective health education sessions. Health

workshops on psychosocial skills and environmental health are organized for patients, adapted physical activities in pediatrics.

### Conclusions/lessons learned

Health promotion is gradually taking root in the practices of the medical teams. In the current hospital context, the institutional priority remains the quality of work life. The prospects are to extend the « Hall santé »'s offer by collaborating with the Health Department of Nantes Metropolis and by agreeing with the surrounding public hospitals. The next shared medical project of the territory hospital grouping (2023-2027) will indeed integrate Health Promotion.

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## ONLINE Oral session 2.6: ONLINE WORKSHOP: Assessing organizational health literacy in hospitals and primary health care services - experiences from the M-POHL project

**STRAßMAYR Christa, LEVIN-ZAMIR Diane, SØBERG FINBRÅTEN Hanne, HAARMANN Alexander, ISLERTAS Zeynep, ZILLMANN Nadine, KRAJNOVIĆ Dušanka, JAKS Rebecca**

The WHO-Action Network on Measuring Population and Organizational Health Literacy (M-POHL) initiated in 2022 in cooperation with the Health Promoting Hospitals and Health Literate Health Care Organizations working group a project with two main tasks: (1) to translate, culturally adapt and pilot the "International Self-Assessment Tool for Organizational Health Literacy of Hospitals" in as many countries as possible, an instrument which was developed by the "International Working Group Health Promoting Hospitals and Health Literate Health Care Organizations" in 2019, and (2) to develop a self-assessment tool for organizational health literacy (OHL) in primary health care services, building on existing tools and thereafter translate it into further languages, culturally adapt, and subsequently pilot it in different countries. Many countries in the European region have joined the M-POHL OHL project. The objective of the workshop is to inform on the above-mentioned tools and the study protocol used and to present and discuss national experiences regarding the process and results of translation, cultural adaption, and piloting of the tools with a focus on the feasibility and acceptability of the tools, on possible improvements and suggestions to facilitate a broad uptake of the tools in practice. Key message/Impact: The tools for assessing OHL in hospitals and in primary health care services are designed to support management and staff of hospitals and primary health care services to consider, systematically assess, and improve the health literacy responsiveness of their organization to better serve their patients, their local population, and support to their

staff to integrate health literacy in their roles in the healthcare system. The expected impact of the proposed session is to increase the awareness of OHL and disseminate the respective tools that facilitate the assessment of OHL. Workshop participants can benefit from the experiences gained in the M-POHL project.

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