Health Promoting Hospitals: Challenges & Opportunities

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Growth of New Public Health

- Strengthening health (saluto-genesis)
- Redistributing power (individual/collective)
- Reducing effects of health determinants
- Shifting resources up-stream
- Health beyond physical to mental/social/spiritual
- Socio-ecological approach based on community development
Health Promotion Strategy

• Health Promotion as a process
• comprehensive strategy using 5 action areas of Ottawa Charter
• operational focus on determinants of health using ‘settings approach’
  • at levels of individual health behaviours and socio-economic/environmental context
• need for health promotion matrix
  • settings; population groups; health issues/risks/diseases
Characteristics of Health Promotion 1

- short-term & intermediate term outcomes, as well as long-term
- processes and outcomes
- population/community more than individuals
- combination of strategies rather than single interventions
- multi-disciplinary and intersectoral
- focus on health promotion theories and beliefs
Characteristics of Health Promotion 2

• focus on health determinants and their interactions
• involving community members in design and evaluation
• use of qualitative and quantitative approaches
• focus on health promotion values
• connected to political/social processes

Jackson-Edwards Consultants, Toronto (2001)
New Action Programme for Public Health in EU

- European Health Forum
- European Health Monitoring Centre?
- Integration with other policy areas
- budget = 312m Euros
- EC funded Health Promotion Networks
- Public Health Programme - concept papers
Programme of Community Action in Public Health 2003-2008

• Improving health information & knowledge
  • by comprehensive health information systems
• responding rapidly to health threats
  • such as communicable diseases
• addressing health determinants
  • through best practice in effective health promotion and disease prevention measures
EUMAHP Project Aims

• Phase 1 1998-2000
  • establish core curriculum
  • review policy & practice in postgraduate education and training
  • pilot and recommend programme framework

• Phase 2 2002-2004
  • establish delivery infrastructure & working practices
  • adapt existing, develop new and planned courses
  • introduce to wider Europe
EUHPIE Project Aims

• To establish a European Health Promotion Monitoring System (including a set of common health promotion indicators)

• To recommend suitable methodology and systems to collect above data and activate monitoring system

• To recommend suitable dissemination strategies
Key Challenges for Health Promoting Hospitals

• Health promotion is a contested concept
  • Is health promotion part of public health or is public health part of health promotion?
• No evidence that health systems are major determinant of population’s health
  • Weak relationship between health care & health status
• Overriding challenge is to translate creative vision into pragmatic action
• How do we prove that health promotion works!
Health Promotion in Hospitals

- Considerable challenge as setting
- Different role in health
- Traditionally opportunistic health education/patient education
- Compliance

- Shared concept?
- Health promotion processes
- Resources for evaluation
- Process as well as outcome evaluation
Evaluation of Health Promotion 1

• inappropriate to assess health promotion for evidence of effectiveness based on medical/clinical criteria
• need to develop different criteria of evidence or indicators more suited to social science
• need to define key characteristics of health promotion
Evaluation of Health Promotion 2

- evolving field
- contribution to practice
- shortage of evidence
- range of approaches & models
- qualitative & quantitative
- range of social science disciplines
Evaluation of Health Promotion 3

• range of planning models
• potential for evaluators/researchers
• participatory approaches
• multiple methods on process and outcome

WHO Evaluation Group (2002)
Health Promotion Objectives

“………health promotion programmes and interventions need to be assessed in relation to the social and structural influences that determine health. They therefore need to adopt an approach that implicitly acknowledges the need for outcome data but explicitly concentrates on process or illuminative data that helps us understand the nature of that relationship.”

Davies & Macdonald (1998)
Mix of Process & Outcome Data

- Widening outcome to processes and outcomes in Ottawa Charter
- design practical outcome measures
- use indicators at various levels
- proximal and distal outcomes
- indicators clarifying links between healthy public policy & health status

WHO Evaluation in Health Promotion (2001)
Planning, Implementation & Evaluation of Health Promotion

- problem definition
- solution generation
- capacity-building
- implementation
- process, impact & outcome evaluation

Nutbeam 2001
Hierarchy of Health Promotion Outcomes

- Health & Social Outcomes
  - social = quality of life, functional independence, equity
  - health = reduced morbidity, disability, avoidable mortality

- Intermediate Outcomes (modifiable determinants of health)
  - healthy lifestyles, effective health services, healthy environments

- Health Promotion Outcomes
  - health literacy, social action & influence, healthy public policy & organisational practice

- Health Promotion Actions
  - education, social mobilization, advocacy

adapted from Nutbeam (IUHPE 1999)
Strategies & Outcomes

• Nature of expected outcomes - goals and objectives
• nature of strategies - processes and activities
• terminal goals - long-term desired end states
  • improved health status or well being
• instrumental objectives - shorter -term goals
  • to mediate attainment of terminal goals
Terminal Goals & Instrumental Objectives

- **Terminal goals** = improved health/well being measured by improvements in life expectancy, reduction in life years lost, quality of life, etc

- **Instrumental objectives** = means by which above achieved
  - eg smoking cessation - instrumental process of increased self-efficacy/feeling of competence
Deconstruction of Health Promotion

According to differences in terminal goals and instrumental objectives, processes and actions

- activities (programmes, policies, etc)
- processes (underlying mechanisms)
- objectives (instrumental outcomes)
- goals (ultimate objectives)
Challenges

• Offers a conceptual challenge
  • health promotion is extremely complex
  • its outcomes may take years or decades
  • evidence of health promotion cost-effectiveness

• efficiency vs empowerment?

• Stakeholders with conflicting values & goals
  • success depends on the stakeholder’s perspective

• capacity building

• control
Opportunities for Health Promoting Hospitals

- Set HPH into European Public Health policy context
- Set HPH into Health Promotion Strategic Framework for Europe
- Establish quality, evidence & effectiveness
  - produce HPH Indicator Set
  - outcome model
- Build sustainability
  - capacity building, education & training, dissemination of good practice
- Advocate for HPH at European & country levels