

Health Promotion in Hospitals and Health Services: from Clinical Encounter to Strategic Responsibility

2nd French HPH Network Conference

5 October, 2020

Oliver Gröne, PhD

CEO of the HPH International Secretariat

Outline

- Introduction to the International Secretariat
- The HPH Network
- Key activities
- Pending activities
 - HPH Global Strategy 2020-2025
 - Umbrella Standards- consultation process
 - Plan for eLearning and Implementation Platform
- Supporting HPH in France

Introduction to the International Secretariat

HPH Secretariat

The International HPH Secretariat is hosted by OptiMedis AG in Hamburg, Germany. OptiMedis is a management organisation setting up regional integrated care networks in which public health, health promotion and disease prevention strategies are put into practice.



Kerin Katsaros

Project Coordinator



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CEO



Helmut Hildebrandt,
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Policy



Indra Rojahn

Communication

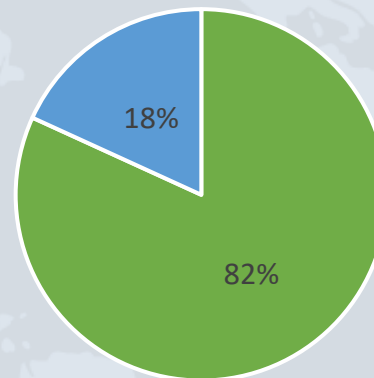


Anneka Tiede

Accounting

The HPH Network

- Current members: 560
- National/Regional HPH Networks: 20
- Countries represented: 33
- Memberships in France *: 11



■ hospitals ■ health services

* including pending applications

Key Activities

The International Secretariat supports the network through:

- Communications
- Advocacy and partnership development
- Financial management
- Administration of network activities
 - HPH Global Strategy
 - Umbrella Standards
 - HPH e-Learning and Implementation Platform

Key Activities - Communications

- Website <https://www.hphnet.org/>
 - News, RSS, Webinars, Livestream, Video Feeds
- Social media: Twitter, LinkedIn



International HPH Network

@hphnetwork

The International Network of Health Promoting Hospitals & Health Services - collaborating towards better health gain all over the world!

📍 Hamburg, Germany 🔗 [hphnet.org](https://www.hphnet.org/) 📅 Joined January 2011



Key Activities

Outreach and Partnership Development

- Contribution towards consultation of new PLANETREE person-centred guidelines for preserving family presence in challenging times (www.planetree.org)



HPH Global Strategy 2020-2025

- Key governance document for the HPH network, to be agreed upon during the next HPH General Assembly meeting in November 2020
- Defines the vision, mission, values and principles, and strategic objectives of HPH
- Strategy plans will be developed after completion

Umbrella standards for health promotion in hospital and health service settings



- Revise current standards (2006)
- Build upon work of Dr. Antonio Chiarenza in assessing the scope, content, and structure of 8 existing standards developed by HPH's Task Forces and Working Groups
- Aim: move towards a broader set of umbrella standards

Expert Panel:

- HPH Governance Board + standing observers
- National/Regional network coordinators
- Task Force and working group leaders
- External strategic experts
- External subject domain experts

Umbrella Standards

Round 1

Scope of standard set

- Domains rated on comprehension, relevance, and importance
- Gather feedback from experts
- Assess standard dimensions

Round 2

Definition of measurable elements

- Domains and sub-domains rated on comprehension, relevance, and importance

New umbrella standards



Umbrella Standards

Framework

From: Dr Antonio Chiarenza

DOMAINS	SUB-DOMAINS	HPH	Equity	HL	Engagement	Environment	Children	Elderly
1. Organisational commitment	1. Policy & leadership	yes	yes	yes	yes	yes	NO	yes
	2. Measurement of performance	yes	yes	yes	yes	yes	yes	yes
2. Staff / workforce	1. Recruitment	NO	NO	NO	yes	NO	NO	yes
	2. Competences	yes	yes	yes	yes	yes	yes	yes
	3. Involvement	yes	NO	yes	NO	NO	NO	yes
	4. Workforce health promotion & wellbeing	yes	yes	yes	NO	yes	NO	NO
3. Accessibility	1. Entitlement/Rights	NO	yes	NO	NO	NO	yes	NO
	2. Physical & geographical accessibility	NO	yes	yes	NO	yes	NO	yes
	3. Socio-cultural acceptability	NO	yes	yes	NO	NO	yes	yes
4. Patient centred care	1. Needs assessment	yes	yes	yes	yes	NO	yes	yes
	2. Care provision	NO	yes	yes	yes	NO	yes	yes
	3. Patient/provider communication	NO	yes	yes	NO	NO	NO	NO
	4. Patient information	yes	yes	yes	NO	yes	yes	yes
5. Health care environment	1. Respectful & trustful	yes	yes	NO	NO	yes	yes	NO
	2. Healthy & safe for patients	NO	NO	NO	NO	yes	yes	yes
	3. Healthy & safe for staff	yes	yes	yes	NO	yes	NO	NO
6. Involvement & participation	1. Patient/family engagement	NO	yes	yes	yes	NO	yes	yes
	2. Community engagement	NO	NO	yes	NO	yes	NO	yes
7. Promoting health in the wider society	1. Sharing information with other services	yes	yes	yes	yes	NO	NO	yes
	2. Networking & collaborations	yes	yes	yes	yes	yes	NO	yes



Umbrella Standards

Preparing a long-list of S, SS, ME

B	C	D	E	F	G	H	
Standard	Substandard	Measurable Element					
		gender issues Information source: e.g., copy of programmes					
Patient assessment and needs documentation	Our organization assesses needs for patient-centred health promotion concerning tobacco, alcohol, diet/nutrition and physical inactivity, and the results are documented in the medical records:	Among our patients, we assess and document tobacco use for Information source: e.g., medical records audit or registry data					
		Among our patients, we assess and document alcohol use for Information source: e.g., medical records audit or registry data					
		Among our patients, we assess and document diet/nutrition for Information source: e.g., medical records audit or registry data					
		Among our patients, we assess and document physical activity level for Information source: e.g., medical records audit or registry data					
		Our organization systematically incorporates information provided by referring physicians or other relevant sources on needs for patient-centred health promotion concerning tobacco, alcohol, diet/nutrition and physical inactivity:	We systematically document information on it that is provided by others Information source: e.g., medical records audit or registry data				
			Information on it provided by others is available for our staff to review Information source: e.g., medical records audit or registry data				
		We offer general information on it that is					

Umbrella Standards

Final categories (domains) assessed with Delphi process:

1. Organizational commitment
2. Evidence-based implementation and continuous improvement
3. Health of staff and the workforce
4. Access to services
5. Care and service provision
6. The setting for care and services
7. Involvement and participation
8. Promoting health in the wider society

Umbrella Standards

An example of the consultation process

Organizational commitment

The organization is committed to implement health promotion as part of their overall strategy.

This dimension includes two subdimensions:

1. policy and leadership
2. measurement and improvement of performance

	1 do not agree	2	3	4	5	6	7 fully agree
This dimension and its components are clearly defined	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This dimension and its components are relevant to HPH implementation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This dimension and its component are important for HPH implementation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any comments / additions concerning this dimension and its subdimension?

Umbrella Standards- After Round 1

Dimension	Definition	Subdimension	(1= do not agree to 7= fully agree) This dimension and its components are...		
			...clearly defined	...relevant to HPH implementation	...important for HPH implementation
Organizational commitment	The organization is committed to implement health orientation and continues improvement as part of their overall strategy and culture.	This dimension includes two subdimensions: 1. policy and leadership 2. measurements, including self reported outcome, for improvement of performance	6.625	5.4375	6.625
Monitoring health needs for the population and patients	The organization collects data to identify health promotion needs in order to prioritize activities to the right groups and individuals	This dimension includes two sub-dimensions: 1. the population at large 2. service users	6.6875	5.9375	6.6875
Health of staff and the workforce	The organization ensures and improves the health of all staff, support workers and volunteers.	This dimension includes four subdimensions: 1. Staff recruitment and career development 2. Staff competencies 3. Staff involvement 4. Workforce health promotion and well-being.	5.5625	5.5625	5.5
Access to the service	The organization implements measures to ensure easy, timely and equal access to its facilities. Availability, accessibility, acceptability, quality. Triple AAAQ	This dimension includes four subdimensions: 1. Entitlements/rights to care 2. Information to facilitate access 3. Physical and geographical accessibility 4. Socio-cultural acceptability	6.4375	5.875	6.5
Knowledge-based and health orientated care and service provision	The organization uses the best available knowledge for a proactive person-centred care with the aim to optimize health outcomes.	This dimension includes four subdimensions: 1. Responsiveness to care needs 2. Responsiveness to need of prevention 3. Patient and provider communication 4. Patient empowerment and involvement	6.4375	5.4375	6.375
The care environment	The organization supports the development of a healthy, safe and respectful place for patients and staff.	This dimension includes three subdimensions: 1. Respectful, trustful and welcoming 2. Health promoting and safe for patients 3. Health promoting and safe for staff	6.625	5.625	6.5625
Participation and involvement	The organization enables service users/communities to participate and contribute to its organizational activities.	This dimension includes two subdimensions: 1. Service users' engagement and impact 2. Community engagement and impact	6.375	5.875	6.375
Promoting health in the wider society	The organization accepts responsibility to promote health in the population served.	This dimension includes two subdimensions: 1. Sharing knowledge, research and capacity building 2. Networking and collaboration 3. Proactive initiatives directed to population and communities.	6.5625	5.75	6.625

Umbrella Standards

Do you have any comments / additions concerning this dimension and its subdimension?

Selected comments from Dimension 1

The organization is committed to implement health promotion as part of their overall strategy.

“I would add citizens participation as third bullet in order to guarantee a stronger participatory approach even in HP planning. “

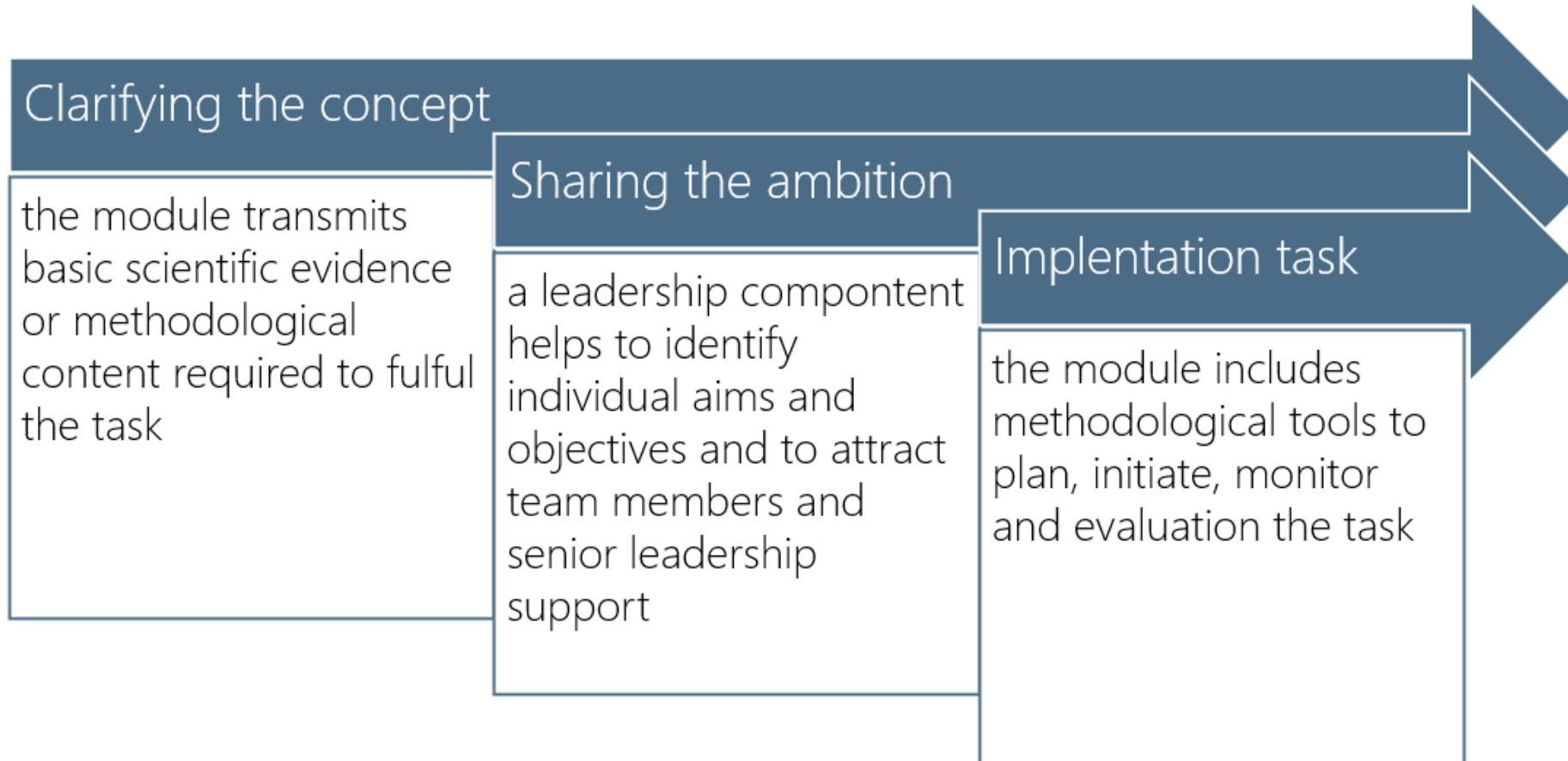
“The extent to which resources are made available for health promotion should be addressed, either through dedicated budgets or through reference to health promotion being an integral part of organizational policies.”

“I would consider adding #3. Organizational Support Structures. You need not only the policies that leadership establishes around health promotion and mechanisms to measure performance, but identification of the structures within the organization through which the policies are operationalized.”

eLearning and Implementation Platform

- The eLearning Platform will be **linked to key outputs of the network** such as HPH fundamentals, the renewed HPH strategy, HPH umbrella standards, outputs of specific HPH task forces and working groups, implementation methodology, outcome assessment etc.
- Building on the substantial experience already the network we will create engaging content through audio-visuals, testimonials, supplementary reading, action and team tasks. Attention will be given to ensure an accessible and uniform corporate design while maintaining high standards in terms of **adult learning theory**.
- A key principle of this strand of work is that it is not simply aiming to address basic cognitive skills such as “comprehension” or “remembering,” but that it will be designed to support **local implementation**.

eLearning and Implementation Platform



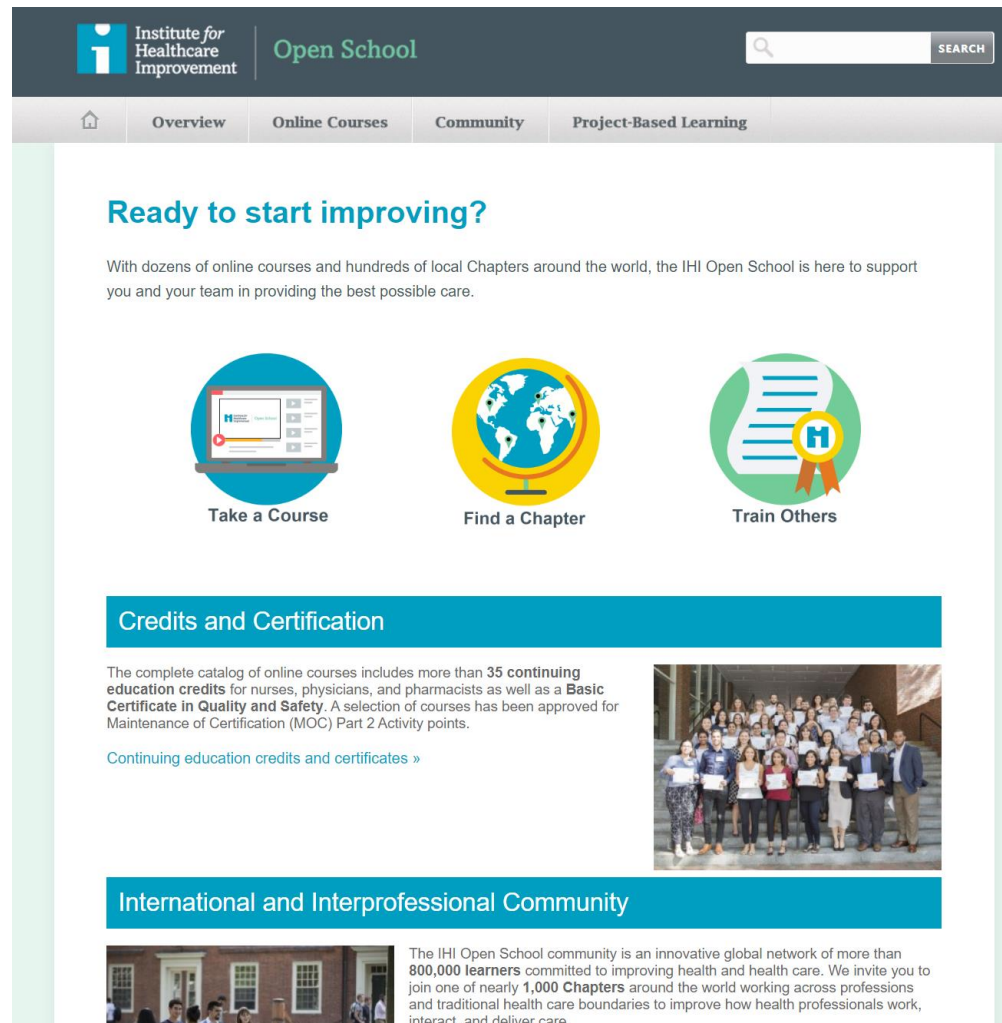
eLearning and Implementation Platform

Bloom's Taxonomy

Category	Cognitive Processes	Objective	Assessment
<i>Higher cognitive skills</i>			
Create	<ul style="list-style-type: none"> · Generating · Planning · Producing 	Produce new or original work	Presentation, project
Evaluate	<ul style="list-style-type: none"> · Checking · Critiquing 	Justify a stand or decision	peer- review
Analyze	<ul style="list-style-type: none"> · Differentiating · Organizing · Attributing 	Draw connections among ideas	Case study, describe difference between two situations
Apply	<ul style="list-style-type: none"> · Executing · Implementing 	Use information in new situations	essay
<i>Basic cognitive skills</i>			
Understand Comprehend	<ul style="list-style-type: none"> · Interpreting · Exemplifying · Classifying · Summarizing · Inferring · Comparing · Explaining 	Explain ideas or concepts	Test- essay, short answer, detailed multiple choice
Remember Knowledge	<ul style="list-style-type: none"> · Recognizing · Recalling 	Recall facts and basic concepts	Test- multiple choice, quiz

Table 1, columns 1-3 from Bloom's Taxonomy, Source: Vanderbilt University Center for Teaching

eLearning and Implementation Platform



The screenshot shows the IHI Open School website. At the top, there is a dark header with the IHI logo and 'Institute for Healthcare Improvement' on the left, 'Open School' in the center, and a search bar on the right. Below the header is a navigation menu with 'Overview', 'Online Courses', 'Community', and 'Project-Based Learning'. The main content area features a blue heading 'Ready to start improving?' followed by a paragraph: 'With dozens of online courses and hundreds of local Chapters around the world, the IHI Open School is here to support you and your team in providing the best possible care.' Below this are three circular icons: 'Take a Course' (a laptop), 'Find a Chapter' (a globe), and 'Train Others' (a document with a ribbon). A blue banner titled 'Credits and Certification' contains text about continuing education credits and a link 'Continuing education credits and certificates »'. To the right of this text is a group photo of people holding certificates. At the bottom, another blue banner titled 'International and Interprofessional Community' is followed by a small photo of people and text describing the global network of learners and chapters.

Example- The Open School

The IHI Open School has been effective in generating a local movement for change triggered by the central advocacy and education (with more than 800,000 local learners learning and contributing!). We suggest following this example to generate leverage for HPH projects.

<http://www.ihl.org/education/IHIOpenSchool/Pages/default.aspx>

Supporting HPH in France

How can we help you?

Questions?

Comments?

You can reach us later by writing to:

info@hphnet.org