

Health Promoting Hospitals & Health Services

Presenters:
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**The VHA Annual Conference
'Realising Reform 2008'**

Whose health?

Patients/families

- Doctor instructs patient (single mother of 3 children working dual jobs) to do more exercise to manage her diabetes
- Evidence that would improve patients' health outcomes (eg pre-surgery HP interventions) not applied systematically

Staff

- Silence around workplace bullying & toll of shift work
- After hours food/beverages in vending machines high fat/high sugar

Environment/Population

- Hospital precinct design promotes reliance on elevators, cars - discourages incidental activity, public transport

Community

- Planning, policy and programs developed with no or unsystematic/tokenistic consumer consultation

What is a Health Promoting Hospital/ Health Service?



Uses evidence-based health promotion strategies to produce health outcomes for individuals and populations via roles as:

- Service provider
- Employer
- Organisation + system
- Researcher
- Corporate and Community citizen (employer, neighbour, partner, consumer, producer, advocate)

What are the objectives of Health Promoting Hospitals/Health Services?

- To change the culture of hospitals and health care services towards interdisciplinary practice and transparent decision-making, including active involvement of patients and families;
- To evaluate health promotion activities in the health care setting and build a body of evidence as a base for future practices; and
- To incorporate standards and indicators for health promotion in existing quality management systems at hospitals/health services.

Reference: Susan Himel, Ontario Health Promotion e-bulletin Friday, 19 September 2008

Background to HPH/HPHS

- 1979 – WHO Alma Ata; prevention agenda
- 1988 - WHO HPH Project formalised in Europe: settings approach
- Based on
 - 1986 Ottawa Charter for Health Promotion
 - 1996 Ljubljana Charter on Reforming Health Care
 - 1997 Vienna recommendations on HPH
- Now 700+ hospitals; 34 national networks. Affiliates include community health services
- www.healthpromotinghospitals.org

Links: HPHS & Ottawa Charter

Reorientation of health services

Create supportive environments



Develop personal skills

Build healthy public policy

Strengthen community action

Synergies with current policy directions

Thematic policy agendas

- Cultural diversity
- Improving care for older people
- "Working with us not for us" policy
- Community Advisory Committees
- Primary Care Partnership Strategy
- Chronic disease self-management
- Hospital Admission Risk Program
- Improving care for Aboriginal and Torres Strait Islander patients (ICAP)
- Accreditation of Population Health activities (ACHS)

Standards & Health Promotion

Australian Council on Health Care Standards (ACHS)

- Health promotion recognised in many of the standards

- Population Health standard (2007-)

Standard 2.4 "The organisation promotes the health of the population"

Criterion 2.4.1: "Better health and wellbeing for consumers/patients, staff and the broader community are promoted by the organisation"

- WHO standards for HPH

Synergies with current policy directions

Broad system reform agendas

- System reorientation to prevention (NPHT)
- Health system reform agenda (NHHRC)

National Health and Hospitals Reform Commission (NHHRC)

Proposed design principles for Australia's health system

- People and family centred
- Equity
- Shared responsibility
- Strengthening prevention and wellness
- Comprehensive
- Value for money
- Providing for future generations
- Recognise broader environmental influences which shape our health
- Taking the long term view
- Safety and quality
- Transparency and accountability
- Public voice
- A respectful and ethical system
- Responsible spending on health, and
- A culture of reflective improvement and innovation

Smokefree Health Services



Food for a healthy start

Baby Friendly Hospital

The number of mothers exclusively breastfeeding their baby after they have completed their stay at LRH has increased dramatically in the last two years.

More than 80% of new mothers are now breastfeeding. The increase, from 51% in 2001, has been officially recognised by the World Health Organisation and UNICEF, with LRH receiving accreditation as a Baby Friendly Hospital from these organisations.

The Baby Friendly Hospital Initiative (BFHI) aims to give every baby the best start in life by creating a health care environment where breastfeeding is the norm. Working towards the internationally

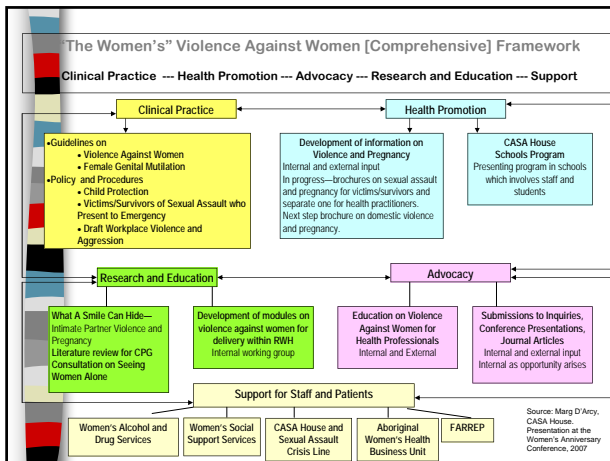
recognised BFHI accreditation required the staff to address a series of steps to promote and support breastfeeding for those women who choose to breastfeed their babies. Successful implementation of the ten steps has led to an increase in exclusive breastfeeding rates.

All midwives are trained to support mothers with breastfeeding and specifically trained Lactation Consultants are on hand to address any particular concerns.

These LRH staff can assist with breastfeeding enquiries at any time and ante-natal classes in breastfeeding are also available. Please phone 51 73 8211 for more information.



Nurse Sarah Wike and new mother Nicole Debar check over baby Hugh while he sleeps.



Cycling to work and fitness

ALFRED
FUTURE OF HEALTH

Streets For Living
walking + cycling + public transport

Transport advocacy

Health sector leadership opportunities

- Clinical practice
- Medical administration
- Health advocacy

Dr Chloë Mason (2000) Transport and health: en route to a healthier Australia?
MJA 2000; 172: 230-232

Example: Casey Hospital

Outer urban – growth corridor
Access is a key issue
Road development for future use
Council/ community advocacy for bus routes

Greening Hospitals and Environmental Advocacy

- Ecological footprint
- Energy
- Major resource consumer
- Major waste producer
- Travel - staff, patients
- www.h2e-online.org

GOLD WINNER
GREENING AUSTRALIA
PENINSULA HEALTH

Health Promoting Hospitals & Health Services

- The basis of a health promoting health service system that ensures health is improved through all policies and practices.

Vic HPH Network

Formed 2004
System + setting focus
Partner and leader committed to

- building governance and practice capacity, evidence and a supportive environment for integrating HP principles and practice into hospitals and health services
- research/practice cycle



Vic HPH Network

- Membership open to all interested individuals and organisations

Executive Committee

Janelle Russ – Eastern Health
Sue Kearney – Latrobe Regional Hospital
Kathy Simons – Austin Hospital
Frank Fisher – Consumer representative
Rose Burrell – The Women's
Sally Fawkes – La Trobe University School of Public Health



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