

# IUHPE EUROPEAN REGION E-NEWSLETTER

March 2010



We are proud to announce the launch of the first edition of the new version of the IUHPE European Region Newsletter. The newsletter will be a platform for sharing information among IUHPE members in Europe, including info sharing of the IUHPE Regional Committee with the wider European membership; promoting communication about special events and trends in the region; and providing opportunities for seeking new contacts and sharing ideas and suggestions related to health promotion. Future editions we hope will be published in full or in parts in other major languages of IUHPE and the European region, too.

Please circulate this newsletter to colleagues, and remind them that they too can benefit from becoming an IUHPE member and thus, joining the international HP community! ([www.iuhpe.org](http://www.iuhpe.org))

We look forward to your active involvement, and invite you to send contributions and responses to: [diamos@zahav.net.il](mailto:diamos@zahav.net.il)

## ***Newsletter Editorial Team (listed alphabetically)***

Cristina Agrillo  
Ursel Broesskamp-Stone  
Eberhard Goepel  
Gabriel Gulis  
Spencer Hagard  
Diane Levin-Zamir (chair)  
Maurice Mittelmark  
David Pattison  
Tania Re  
Stephan Van den Broucke



## **20th IUHPE World Conference on Health Promotion: Health, Equity and Sustainable Development Geneva, July 11–15, 2010.**

**Last Days!**

**Early-bird registration open until 31 March 2010!  
REGISTER NOW at:**

**[www.iuhpeconference.net](http://www.iuhpeconference.net)** (further info below)

**From the desk of Dr. Ursel Broesskamp-Stone, IUHPE's Vice President  
for Europe:**

Dear colleagues within and around health promotion,

The preparation of the next World Conference on Health Promotion in July, 2010, the most important triennial gathering of players in health promotion around the world, has significantly progressed. For this conference, we, health promoters, are reaching out in particular to those, acting for Sustainable Development (see below)! Based on nearly 2500 quality abstracts from you and other European and global colleagues, we are now finalizing a truly exciting, high quality programme. Having examined all programme elements, I can safely say that the programme has really very much to offer: both for health promotion professionals and practitioners as well as those working at policy level; for “senior” health promoters as well as younger or new professionals and students: on cutting edge initiatives and challenging areas of work such as quality improvement, evidence and evaluation, but also effective advocacy or inter-sectoral partnership work and ethical questions, and evidence-policy links. In addition, specialist areas such as specific settings, target groups or topics in health are covered too. As expected, preparing this World Conference is not only a great effort of many and a challenge, but a positive catalyst for our IUHPE technical, strategic and partnering work, too. For example, our partnership with EUPHA has matured into focused exchanges and exploration of joint plans around common challenges such as Public Private Partnerships (PPP) and public health. Other partnerships such as with EuroHealthNet have led to strong conference contributions; our outreach to the EU and WHO Euro are being facilitated by the conference work. And core IUHPE work such as on core competencies in health promotion, capacity building or on quality issues (effectiveness, transferability, good/best practices) will use and benefit from the platform and discussions that the World Conference “Geneva 2010” offers.

Against this background, other core activities of IUHPE such as active participation and advocacy in the EU Health Policy Forum, or creating this Newsletter to name but a few, has only been possible thanks to the active membership and commitments by several IUHPE Regional Committee members! You will read more in the next IUHPE Activity Report that is currently being prepared and in future European Newsletters.

I look forward to seeing you all in July this year at the “Geneva 2010” World Conference!

Ursel Broesskamp



## **20th IUHPE World Conference on Health Promotion: Health, Equity and Sustainable Development - Geneva, Switzerland, July 11–15, 2010**

We are pleased to invite you to the 20<sup>th</sup> IUHPE World Conference. Prominent and inspiring keynote speakers have been invited to share their insights on Health Promotion and Sustainable Development. And exciting sub-plenaries have been organized on core questions and work areas in our field. Thousands of oral presentations, workshops, world cafes, open space experiences, posters, including e-posters and guided poster sessions and presentations will be waiting for you at this exciting event. Take the time to visit the conference website, and take advantage of **early-bird registration** rates until **31 March 2010: [www.iuhpeconference.net](http://www.iuhpeconference.net)**. Also, the IUHPE European Region will be sponsoring special events throughout the conference week, where you'll have an opportunity to meet fellow members and colleagues in the region. See you there!

### **HIGHLIGHTS FROM THE IUHPE EUROPEAN REGIONAL WORKPLAN**

Stephan Van den Broucke

The European RC continues to focus on 5 strategic areas that were set for the period 2008-2010: capacity building, communication, advocacy and partnership, monitoring and evaluation, and membership development.

The work on capacity building is linked to the CompHP project, led by Margaret Barry of NUI Galway and co-funded by the EU within the Health Programme. The project was launched in October 2009 and builds on the IUHPE Training and Accreditation Subcommittee's work. IUHPE will have an important role in the dissemination process, with Claire Blanchard (IUHPE

HQ) leading a stakeholder analysis to identify key people and involve them in the project through Delphi rounds. A symposium on CompHP will be organised at the Geneva Conference.

Also within the capacity building area, a project proposal is being developed to build the capacity for health promotion in the Southern Caucasus. An application for funding will be submitted within the EU Tempus programme.

With regard to communication, the main priorities are to re-launch the newsletter, update the European pages of the IUHPE website, and keep HP-Source.net sustainable and up-to-date. An ad hoc working group, led by Diane Levin-Zamir has been set up to optimize the use of the web pages, keep them up to date, and enhance the involvement of members. IUHPE-CIPES Centre has undertaken a scoping exercise of HP-Source.net. With regard to internal communication within the Regional Committee and the core group therein, a process is well underway to better share information, experience and responsibilities through regular teleconferences, e-mail consultations, etc.

In terms of advocacy and partnership for health promotion in Europe, the focus will be on strengthening collaboration with WHO/Europe, EuroHealthNet, and other key actors within and outside our field. The IUHPE/EURO Regional Committee will respond to a draft work plan elaborated by the new Regional Director for WHO/Europe, Dr. Zsuzsanna Jakab. Partnership between EuroHealthNet and IUHPE remains essential as shown through our involvement in major projects such as DETERMINE and in coordinated responses to EU consultation processes. Both organisations will seek to strengthen their co-operations in the future.

With regard to membership development, a membership development plan was endorsed by the Board of Trustees in June 2009, and an IUHPE Membership Development Advisory Committee (MDAC) has been set up, bringing together all involved in membership development within the IUHPE. Spencer Hagar is currently contributing as a member of the MDAC for the European Region.

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### **News update - IUHPE Response and Involvement in European Union Consultations on Health Promotion**

The Regional Committee would like to express its gratitude to Spencer Hagar who so diligently advises on and coordinates the IUHPE's responses to a wide variety of European Union consultations that relate directly and indirectly to health promotion. He also took care with IUHPE Headquarters of IUHPE's successful reapplication to remain a member of the EU Health Policy Forum (EUHPF)!

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## **MEET THE IUHPE-CIPES EUROPEAN CENTRE**

**The Centre is active in the following areas:**

### **Supporting and engaging IUHPE members**

The Centre supports the maintenance of HP-Source.net and mobilizes new professionals from Mediterranean rim countries to insert country data in **HP-Source.net** database.

### **Strengthening communications**

The IUHPE-CIPES Centre supports the strengthening of communication within IUHPE Europe as a member of both the IUHPE/EURO website and newsletter working groups.

### **Advocacy and partnership building**

CIPES strives to create synergies between its work with the European Commission regarding a Youth Health Initiative to be eventually realized within the events of "Torino European Youth Capital 2010", and the IUHPE European work plan priorities. CIPES submits projects in cooperation with IUHPE members and Mediterranean rim countries' organizations.

You can learn more about the IUHPE-CIPES activity by visiting the website: (<http://www.cipespiemonte.it/iuhpe-cipes.php>)

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**From our Partners:**



**Health  
Promoting  
Hospitals**

### **18th Health Promoting Hospital Conference - April 14-16, 2010, Manchester, UK – Early Registration Deadline Approaching**

Please be informed that the deadline for early registration for the 18th HPH conference "TACKLING CAUSES AND CONSEQUENCES OF INEQUALITIES IN HEALTH: CONTRIBUTIONS OF HEALTH SERVICES AND THE HPH NETWORK", is approaching. For more details, visit the website at: <http://www.univie.ac.at/hph/manchester2010/>.

You can access the HPH informative newsletter at:

[http://www.hph-hc.cc/Downloads/Newsletters/hph\\_newsletter\\_41.pdf](http://www.hph-hc.cc/Downloads/Newsletters/hph_newsletter_41.pdf)



## **WHO – Nairobi Call to Action for Closing the Implementation Gap in Health Promotion**

The 7th Global Conference on Health Promotion in Nairobi, Kenya, from October 26-30, 2009, with more than 600 participants from more than 100 countries. The conference concentrated on 5 thematic tracks: strengthening health systems, health literacy and health behavior, building capacity for health promotion, community empowerment, partnerships and intersectoral action. These tracks were actively supported by IUHPE European Region Committee members and Board of Trustees members. The result of the conference was the development and publication of the **Nairobi Call to Action for Closing the Implementation Gap in Health Promotion**

To access the Call to Action Document and to read more about the conference, please go to:

<http://www.who.int/healthpromotion/conferences/7gchp/en/index.html>

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### **Feature Conference Summary:**

#### **HEALTH INEQUALITIES: OPPORTUNITIES IN POLICIES AND POLITICS - Budapest, 3<sup>rd</sup> December 2009**

Submitted by Agnes Taller, Project Coordinator, National Institute for Health Development, Hungary

There are considerable health inequities in Hungary, which have shown a growing tendency in the past three decades. Health inequities are characterized for example with higher mortality in the socially and economically disadvantaged north-eastern and south-western parts of the country and huge gaps in life expectancy between those with low education compared to those with high education, etc.

The conference, organized by the National Institute for Health Development and the Friedrich Ebert Foundation, aimed to achieve greater awareness amongst decision makers to influence health inequities through sectoral policies and politics. The conference was closely linked to the European Commission-funded project “Determine” <http://www.health-inequalities.eu/> which aims to stimulate action in the field of social and economic determinants of health inequalities.

The speakers in the plenary sessions were relevant national and international professionals. Thematic areas included: relevant EU action in the field of reducing health inequities, including the Commission Communication on the topic adopted in 2009; an overall picture of policies and strategies in Germany

which aim to influence the social and economic determinants of health; present and well-known inequalities in the Hungarian society that result in health inequalities; and possible policy options to reduce health inequities. All the presentations can be downloaded from the following link:  
<http://www.oefi.hu/eloadas.htm>

Politicians from different parties (including two former Health Ministers from different parties) and a health expert took part in a roundtable discussion. Participants agreed that health should be regarded as an economic potential and as a means to have good human resources. They identified three main instruments that enable reducing health inequity: changing of attitudes at individual level, policy level and political level; health as a priority, and financial resources. Participants unanimously agreed on the importance of health as a priority in the government agenda and identified essential next steps to tackle health inequities.

In conclusion, addressing health equity is a learning process for decision makers, policy makers and for stakeholders. The organizers believe that this event was a beginning of a process which should be continued and improved. We regard the conference effective in raising awareness of the problem of health inequities. Successful points are that the Health Minister and two former Health Ministers were present and politicians from the roundtable discussion took part in plenary sessions, as well. We would like to work further on the topic. We plan to organize another conference on reducing health inequity with the help of community activities.

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**Links to Health Promotion and Relevant Organizational Websites:**

Coordinators - Cristina Agrillo, Tania Re

For your convenience, here is a list of useful links for networking with organizations in Europe. Please send us your additions and corrections:

**IUHPE and selected Partner Organization Websites in the European Region (in alphabetical order)**

**DG SANCO – Public Health**

[http://ec.europa.eu/health/index\\_en.htm](http://ec.europa.eu/health/index_en.htm)

**EUPHA**

<http://www.eupha.org/>

**EuroHealthNet**

<http://www.eurohealthnet.org>

**HP-Source.net – Health Promotion Building Capacity Data Base**

[www.hp-source.net](http://www.hp-source.net)

**Views of Health Promotion Online – Currently ongoing dialogues on social marketing, social determinants, core competencies and more**

www.vhpo.net

**WHO**

<http://www.who.int>

**WHO/EURO**

<http://www.euro.who.int/>

**Websites of selected IUHPE global trustee and other institutional members (part 1)**

**Austrian Health Promotion Foundation – Fonds Gesundes Österreich**

<http://www.fgoe.au>

**Clalit Health Services, Israel**

<http://www.clalit.org.il/HE-IL/english>

**Department of Health of England**

<http://www.dh.gov.uk/en/index.htm>

**Department of Public Health – University of Tartu, Estonia**

[http://www.arth.ut.ee/index.aw/set\\_lang\\_id=2](http://www.arth.ut.ee/index.aw/set_lang_id=2)

**Health Promotion Research Centre – National University of Ireland**

<http://www.nuigalway.ie/hprc/>

**Health Promotion Switzerland (host of the 2010 IUHPE World Conference)**

[www.healthpromotion.ch](http://www.healthpromotion.ch) (English)

[www.promotionsante.ch](http://www.promotionsante.ch) (French - français)

[www.gesundheitsfoerderung.ch](http://www.gesundheitsfoerderung.ch) (German - deutsch)

**Institut National de Prévention et d'Éducation pour la Santé – INPES, France**

<http://www.inpes.sante.fr/>

**NHS Health Scotland**

<http://www.healthscotland.com/index.aspx>

**JSI**

<http://www.romania.jsi.com/index.htm>

**Kazakhstan School of Public Health**

<http://www.ksph.kz/?lang=en>

**Public Health Department – University of Cagliari**

<http://www.unica.it/pub/2/show.jsp?id=39&iso=5&is=2>

**Research Centre for Health Promotion - University of Bergen**

<http://www.uib.no/rg/hemil/>

**Royal Society for Public Health**

<http://www.rsph.org.uk/>

**Department of Sociology – University of Vienna**

<http://www.soz.univie.ac.at/home/?L=2>

## **Websites of other Selected Health Promotion Organizations**

**European Agency for Safety and Health at Work**

<http://osha.europa.eu/en>

**European Centre for Disease Prevention and Control**

<http://www.ecdc.europa.eu/en/Pages/home.aspx>

**European Masters in Health Promotion**

<http://www.health.bton.ac.uk/sass/eumahp>

**European Multilingual Thesaurus on Health Promotion**

<http://www.hpmulti.net>

**European Network for Workplace Health Promotion**

<http://www.enwhp.org>

**European Training in Effective Adolescent Care and Health**

<http://www.euteach.com>

**WHO Collaborating Centre for Health Promotion in Hospitals and Health Care**

<http://www.hph-hc.cc/>

**WHO Collaborating Centre for Evidence-Based Health Promotion in Hospitals**

<http://clinicalhealthpromotion.dk/>