



HOW CAN COLLABORATION BETWEEN HOSPITALS AND PRIMARY CARE STRENGTHEN HEALTH PROMOTION IN PRIMARY CARE?

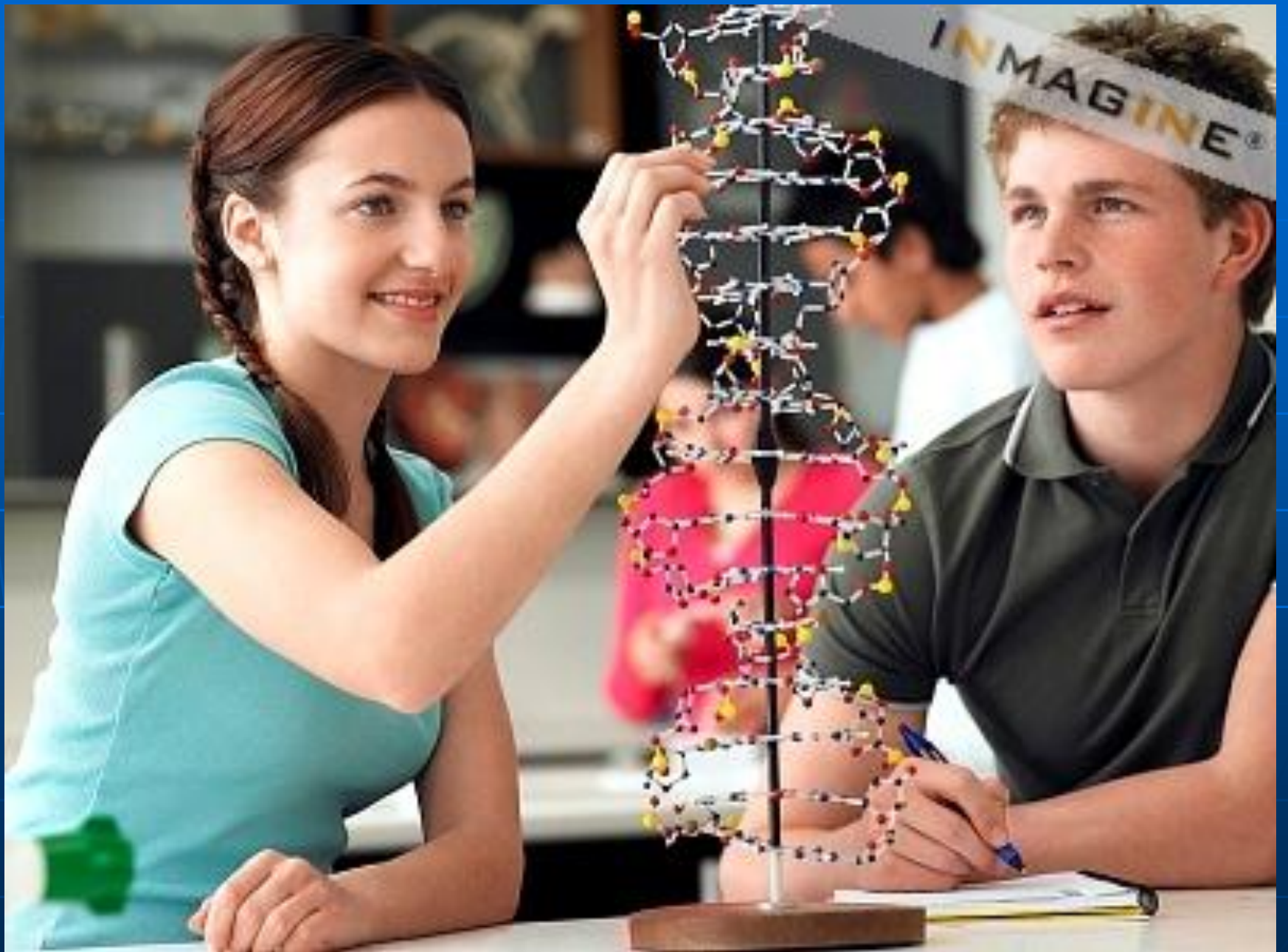
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DEFINITION

PHC provides a bundle of basic and complete services of health care, in individual and family level and constitutes the first contact point of the citizen with the health system

SETTINGS

- Main:**
- **General Practices**
 - **Primary Health Centers**

- Also**
- **Specialists' private offices**
 - **Hospital outpatient clinics**
 - **Polyclinics**
 - **Other**

PHC'S ROLE IN HEALTH PROMOTION

- The Alma Ata conference (1978) recognized the major role of Primary Health Care in Health Promotion by describing it as the key to achieving Health for All by the year 2000
- The primary health care team can:
 - fully provide
 - participate
 - facilitate the developmentof a full range of health promoting services.

COORDINATOR OF SERVICES

- **To promote health**
- **To prevent illness**
- **To care for common illness**
- **To manage health problems**

ACTIVITIES OF HEALTH PROMOTION IN PHC

- **Personal advice for healthy behaviors during routine medical encounters**
- **Organization of Health Education activities**
- **Screening for behavioral and clinical risk factors**
- **Delivery of interventions to individuals, groups and different settings**
- **Creation of health protection policies and environments**

EFFECTIVE HEALTH PROMOTION INTERVENTIONS IN PHC

- The Memorial University, St. John's, Canada created the Repository of International Non-Communicable Disease (NCD) Prevention Interventions Database
- Includes health promotion and disease prevention programs, projects and resources that have been effective in communities around the world.

<http://www.med.mun.ca/chpcdp>

LIST OF EFFECTIVE HEALTH PROMOTION INTERVENTION IN PRIMARY HEALTH CARE
339 Phase III WHO collaborative study on implementing health promotion and early intervention strategies in primary health care. (Strand III pilot-alcohol)
340 The North Karelia Project (cardiovascular risk reduction program)
341 "Quit and Win" Anti-tobacco and anti-smoking campaign
342 Arterial hypertension project
344 CLARA: Community Learning Action for Coronary Risk Abatement
345 Arterial Hypertension Easy of Access Direction (AHEAD) project
346 Chelyabinsk Healthy Heart Initiative
348 CINDI - Countrywide Integrated NCD Intervention Programme
351 Weight Reduction Programme In Primary Health Care Centres
358 InterHealth (community involvement, health promotion activities, and
364 CINDI Czech Republic - The Countrywide Integrated Noncommunicable Diseases Intervention Programme
365 The National Programme of Health Promotion in the Czech Republic (basic health risks such as smoking, poor nutrition, and lack of physical activity)

LIST OF EFFECTIVE HEALTH PROMOTION INTERVENTION IN PRIMARY HEALTH CARE
374 CINDI Ukraine - The Countrywide Integrated Noncommunicable Diseases Intervention Programme
375 The Change of Heart Programme
376 The National Primary Care Facilitation Programme (stroke and coronary heart disease prevention)
383 The Martignacco Project (CVD)
384 Regional Project for Prevention of Cardiovascular Disease in Friuli-Venezia Giulia, Italy
386 The Programme of Integrated Prevention of Major Noncommunicable Diseases Sharing Common Risk Factors (Moscow)
387 CINDI Mirny Yakutsk SAHA, Russia - The Countrywide Integrated Noncommunicable Diseases Intervention Programme
389 The Tver Integrated Noncommunicable Diseases Intervention Programme
391 CINDI Kharkov, Ukraine - The Countrywide Integrated Noncommunicable Diseases Intervention Programme
392 The Good Hearted Glasgow Campaign
393 Look After Your Heart - Avon (LAYH-Avon)

HYVISOWN HEALTH CENTRE – ETELÄ-SAVO HOSPITAL DISTRICT, FINLAND

- **Establishment of a centre for patient counselling**
- **Health promotion, prevention and education**
- **Open for professionals and the general population**
- **Supports counseling provided by hospitals to inpatients and outpatients**

INTEGRATED DELIVERY SERVICE PROGRAM – TZUCHI HOSPITAL, TAIWAN

- **3 rural areas in Taiwan**
- **Hospital based collaboration model**
- **Cooperation between hospital and community**
- **10 easily accessible Self Care Medical Spots under the management of trained volunteers**
- **Supervision by hospital personnel**
- **Over the counter drugs, treatment of minor injuries, consultation line**

PROMOTING BREASTFEEDING HEALTH PROMOTION CENTRE REGION 10, THAILAND

- **Training of visiting health professionals on breastfeeding skills and health education in the hospital**
- **Establishment of a volunteer “breastfeeding network” in the community**
- **Hospital staff train, consult and facilitate the members of the network**

AREAS FOR COLLABORATION HOSPITAL – PHC

- **Discharged patients**
- **Chronic disease management**
- **Rehabilitation**
- **Home care**
- **Community interventions**
- **Advocacy**
- **Social and political action**
- **Research**
- **Training**

WHAT THE HPH HAS TO OFFER

- **Trained personnel**
- **Experience**
- **Management expertise**
- **Specialization**
- **Advanced IT systems**
- **Infrastructure and resources**
- **Political and scientific credibility**

WHAT THE PHC HAS TO OFFER

- **Access to healthy people**
- **Access to settings**
- **Access to remote communities**
- **Expertise in community action**
- **Community participation**
- **Continuous patient-provider relationship**

BENEFITS

- **Continuity and comprehensiveness**
- **Better coordination of services**
- **Effectiveness of resources**
- **Improved capacity**



BETTER HEALTH !!

NEXT STEPS

- **Identify partners**
- **Identify areas of common interest**
- **Formation of mixed multidisciplinary teams**
- **Joint actions with shared responsibility**
- **HPH Networking**

