

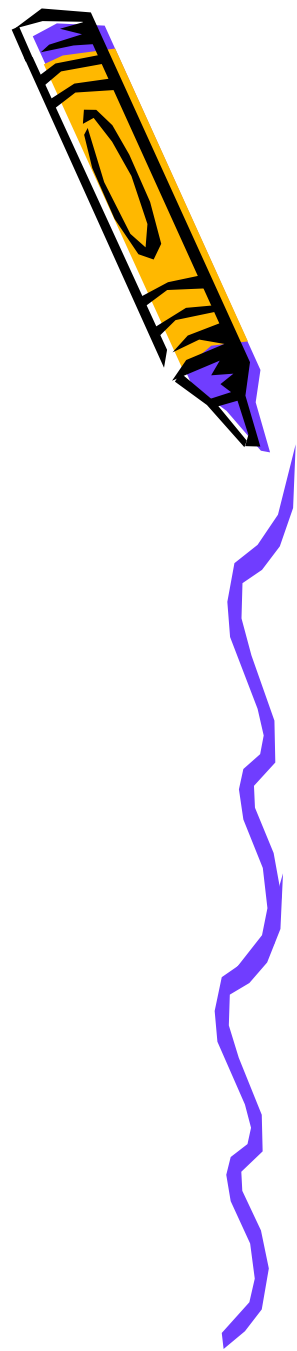


Improving Health Gain Orientation in All Services: Better Cooperation for Continuity in Care

MUDr. Zora Brucháčová, MBA, PhD.



Health is of the highest value



- Health is therefore a concern of the whole society



WHO's Ottawa Charter in 1986



- "open channels between the health sector and broader social, political, economic and physical environmental components."





1. What can be understood by better health gain and salutogenesis?

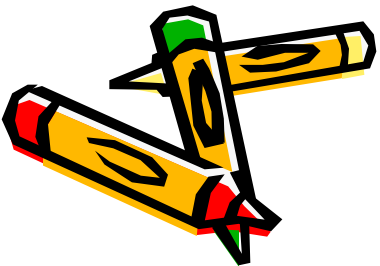
- Whose health gain can and should be improved in and by Health Promoting Health Services?
- How do different stakeholders understand health gain and salutogenesis?
- How can better health gain be measured, what examples of indicators are there, and how could they improve current clinical outcome measurement?



Zsuzsanna JAKAB, Regional
Director, WHO-Euro



- The Public Health priorities of WHO/Europe and possible collaboration with HPH



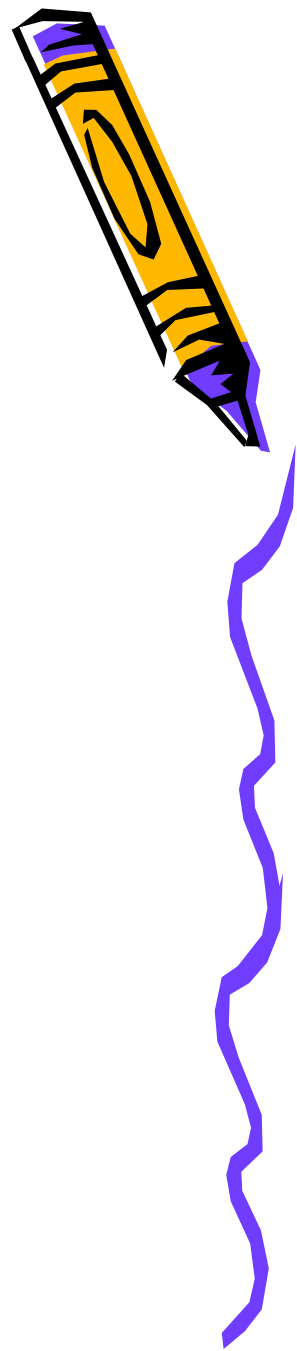
Michael Hübel, Head of Unit,
European Commission DG Sanco



- Current EU Public Health Activities
for Improving Health Gain
Orientation



Prof. Bengt Lindström, Research
Director, Head of the IUHPE Working
Group on Salutogenesis, Folkhälsan
Research Centre

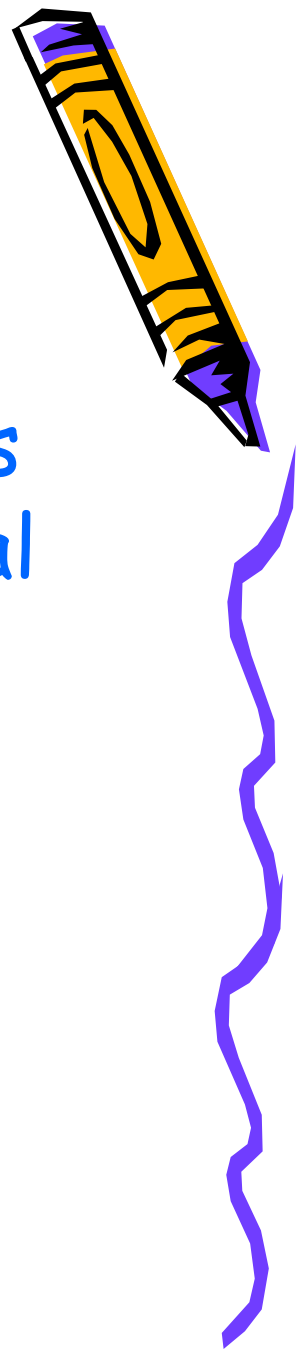


- Introduction to salutogenesis



Wrap Up

- Please thank all of the participants of this conference for inspirational ideas and experiences which had been shared with us all





Thank You

Turku, 1.-3.6.2011

