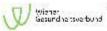
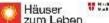
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Building sustainable alliances for health promotion in hospitals and residential care in Vienna

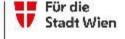
29th International Conference on Health Promoting Hospitals and Health Services. The role of health promotion in well-being-oriented healthcare, 20th – 22nd September 2023

Ursula Hübel, Vienna Health Promotion & Birgit Metzler, Austrian National Public Health Institute



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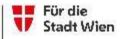
Building sustainable alliances for health promotion in hospitals and residential care in Vienna:

Vienna Alliance for Health Promotion in Health Care

- development / structure / target groups
- aims
- modes of working / activities
- results / lessons learned focus on sustainability

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International Network HPH since 1990

National HPH Network in Austria (ONGKG) since 1996

Currently 12 HPH members in Vienna

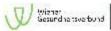
Vienna WHO-Model Project 1989 – 1996 Vienna Information Network 2000 – 2006 Vienna Alliance for Health Promotion in Health Care Since 2007

European Pilot Hospital Project 1993 - 1997

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Structure of the Vienna Alliance for Health Promotion in Health Care

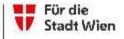
- wide range of partners
 - size / private public / hospitals residential care / provider – umbrella associations – advocacy organisations / Vienna – Austria / etc.
 - Vienna Health Promotion coordination & Austrian National Public Health Institute – scientific and organisational support
- cooperation agreement sets the frame adaption & ceremonial signing every five years



Celebration of the 15th anniversary of the alliance in May 2022. © David Bohmann

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Target groups

- primary target groups:
 - staff & management of the involved organisations as facilitators / actors in the field of health promotion



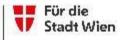




- secondary target groups:
 - staff workplace health promotion
 - patients / residents / relatives
 - local community

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Aims

- support & develop further health promotion in the health care setting
- disseminate concepts, scientific evidence and implementation strategies
- enable exchange of knwowledge & experience
- commonly identify challenges that can be tackled by health promotion and define focus of action accordingly
- contributions to the Austrian & Vienna health targets
- contributions regarding the re-orientation of health services towards health promotion

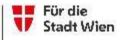
Focus of action 2022 - 2027

health literacy / participation of patients & residents / occupational health promotion / health care settings in times of crises



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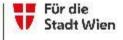




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systematic exchange of experience and knowledge & joint planning

- representatives of all partners are involved
 - steering group: strategic level decision making
 - coordination group: operational level, e.g. planning of activities
 - other formats: bilateral meetings or different formats in the context of a project

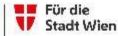
communication / dissemination

- website: activities (announcement & follow up) / provides evidence & guidelines
- newsletter: low-threshold possibility to communicate projects / news regarding health promotion (local, national, international levels)



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events

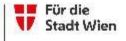
.... online, hybrid or in-person

- exchange workshops: focus on exchange of experience among partners of the alliance
- specialised workshops: focus on evidence based health promotion / scientific input
- conferences
- communities of practice: focus on specific topics / collegial case advice / 2-3 years
 - health literacy & quality of conversation
 - diversity



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projects

... facilitate that partners of the alliance commonly tackle current challenges and learn from each other.

project on health literacy and quality of conversation: Say – Ask – Understand (2018 – 2021)

- 10 pilot units across the alliance
- 3 project modules:
 - staff empowerment evidence based communication trainings
 - local organisational development external support & mutual learning
 - patient, resident & family empowerment
- evaluation (processes & outcomes)



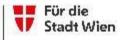






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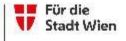


What distinguishes the alliance?

- established structure to support the re-orientation of health services towards health promotion
- functional and supportive for participants (persons) / partners (organisations) / health promotion (the case) even in times of crisis (COVID-19) through:
 - top level commitment (cooperation agreement)
 - trust (long tradition of collaboration, deepened through common project)
 - exchange & mutual learning
 - relevance (participatory approach / dissemination of evidence and models of good practice)

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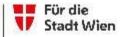


Success factors for sustainability

- ressources for scientific and organisational support
- formats for exchange & information: low-threshold and further development for different user groups
- projects: comprehensive support of the settings
- agenda setting for the importance of health promotion necessary on all levels of hierarchy
- continuous capacity building both on organisational and staff level
- health promotion as a strategy to attract, recruit and retain staff

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Thank you for your attention!

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