

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

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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**

### **Overview**

- 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

## 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 15<sup>th</sup> anniversary of the alliance in May 2022. © David Bohmann

## 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 knowledge & 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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## 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)

## 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



## 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)



Sagen Fragen  
Verstehen

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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)

## 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**

**Thank you for your attention!**

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