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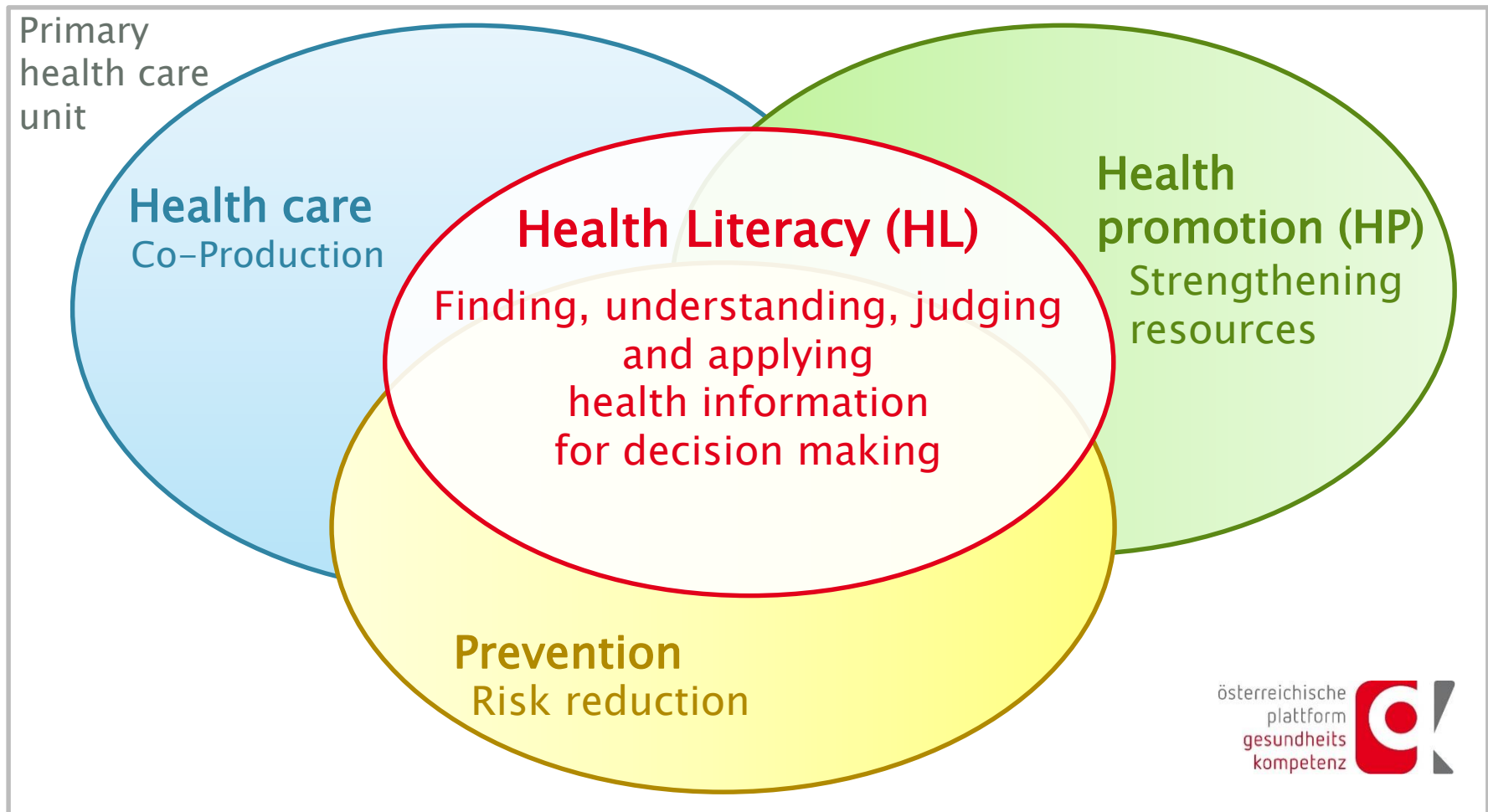
Fonds Gesundes
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Implementing health promotion, disease prevention and health literacy in primary care units – an Austrian Initiative

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Vision: Integrating health promotion, prevention and health literacy in primary health care units



Scope of main functions for primary health centres concerning health promotion, prevention and health literacy

Function Target	Risk-reduction	Strengthening resources	Strengthening health literacy
Life style	<ul style="list-style-type: none"> » Avoiding risky life styles » Abstinence from risky coping behaviour 	<ul style="list-style-type: none"> » Choosing healthy life styles » Acquisition of healthy coping skills 	<ul style="list-style-type: none"> » Selecting good health information » Acquisition of health literate use of information and communication skills
Setting	<ul style="list-style-type: none"> » Reduction of harmful environmental impact » Reduction of social conflicts and stress 	<ul style="list-style-type: none"> » Creating supportive living and working environments » Building health promoting organizations and social networks (including self-help) 	<ul style="list-style-type: none"> » Creating health literate primary health care units (providing good health information and communication) » Supporting health literate communities and organizations

Basic elements for reorienting organisations towards health promotion and health literacy

Creating preconditions:

Building organisational capacities

Support leadership (policy, mission statement), provide infrastructures und resources for HP and HL

Qualify staff for health literate interaction with patients

Adapt structures and core activities:

Creating **supportive environment** – navigation aids

Provide health literate **patient communication** and access to relevant health information
(oral, written / audio-visual / digital, mother tongue)

Identify and appraise health promotion needs of patients

Extend services:

Improve health literacy of **patients** and relatives offering tutorials

Promoting a healthy workplace by improving health literacy of **staff** to support their own health

Contribute to a health literate **region**

Add-in

Participatory
development
and
evaluation of
services and
material with
patients

Add-on

**Cooperation with relevant actors in the region,
dissemination of experience, advocacy for health**



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Health promotion, prevention and health literacy
in primary health care

THE PROJECT

Health promotion in primary care: history and background of the project

INTERNATIONAL/ WHO Europe

2017

Demand on „WHO-CC HPH“ to prioritise primary care: development of policy brief, guidance document und competence catalogue (2019, 2021)

NATIONAL / Zielsteuerung Gesundheit, ÖSG 2017, Primary health care law

2016 : Basic study “Health promotion in the GP practice “ (Klein et al. 2017)

2017: Health Promotion, Prevention and Health Literacy become duty of Primary care by law

PROJECT of Main Association of Austrian Social Security Institutions and Austrian Health Promotion fund

2018

systematic implementation of health promotion, prevention and health literacy in primary health care (units)

Objectives

Strategic objective:

Systematic provision of health promotion (HP), prevention and health literacy (HL) in primary health care (-units) (PHC)

Operational targets	(Core)Products
1. Identification of effective starting points for HP, prevention and HL in primary care	Framework for HP, prevention, HL in PHC
2. Provision and implementation of a blue print for consideration of HP, prevention and HL in the health care provision concept and contract („organisation model“)	Evaluated blue prints for care concept and contract
3. Provision and implementation of human resources development – tools in PHC	Evaluated human resources development – tools
4. Accompanying nationwide transfer of project results and tools	Transfer products for organisational, human resources and system demands

Target groups

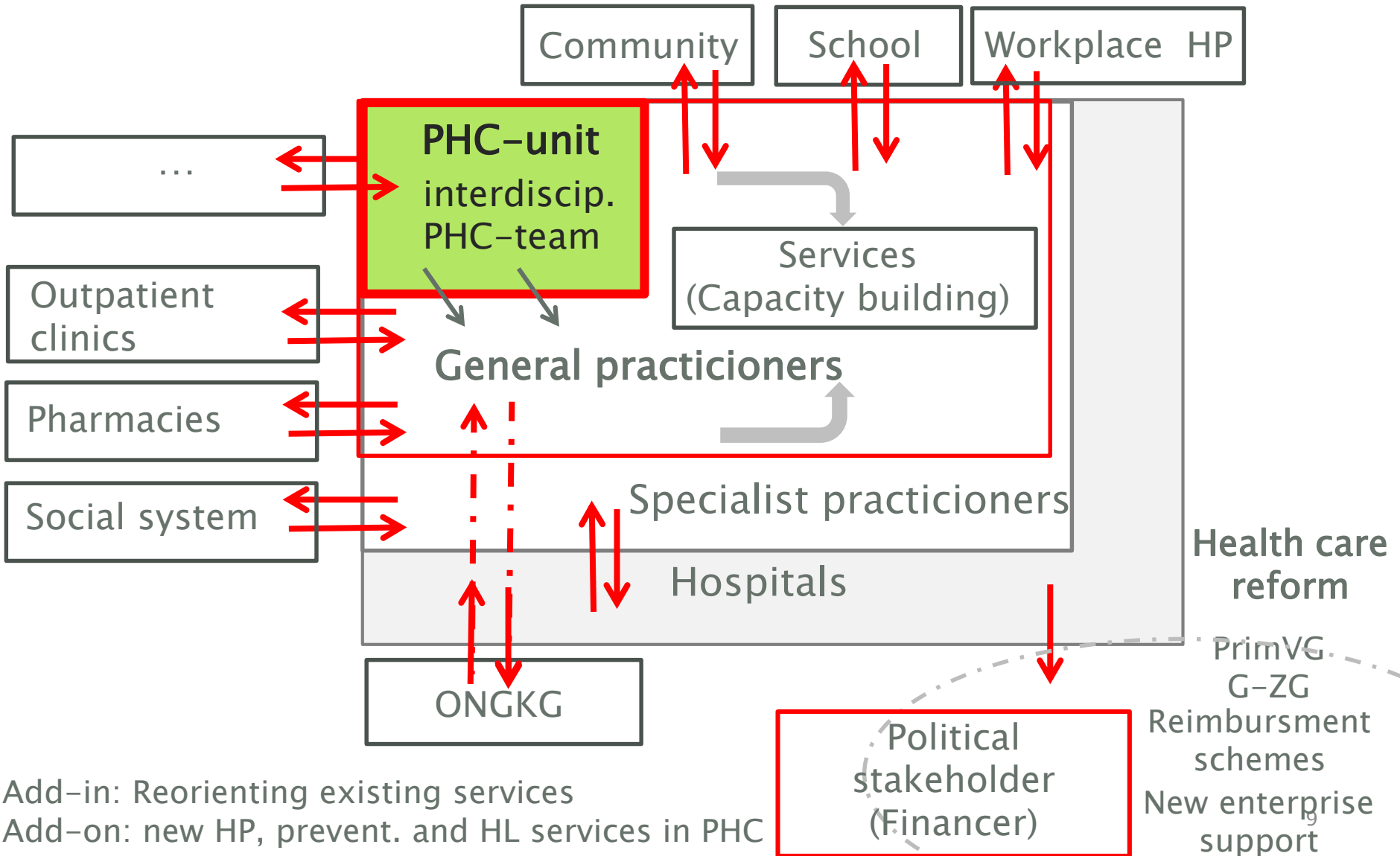
User of the project results

- » PHC and their teams
- » Financers of PHC
- » Stakeholder of the health care system (dissemination of (interim-) results)

Beneficiary of HP, Prevention, HL by the PHC-unit

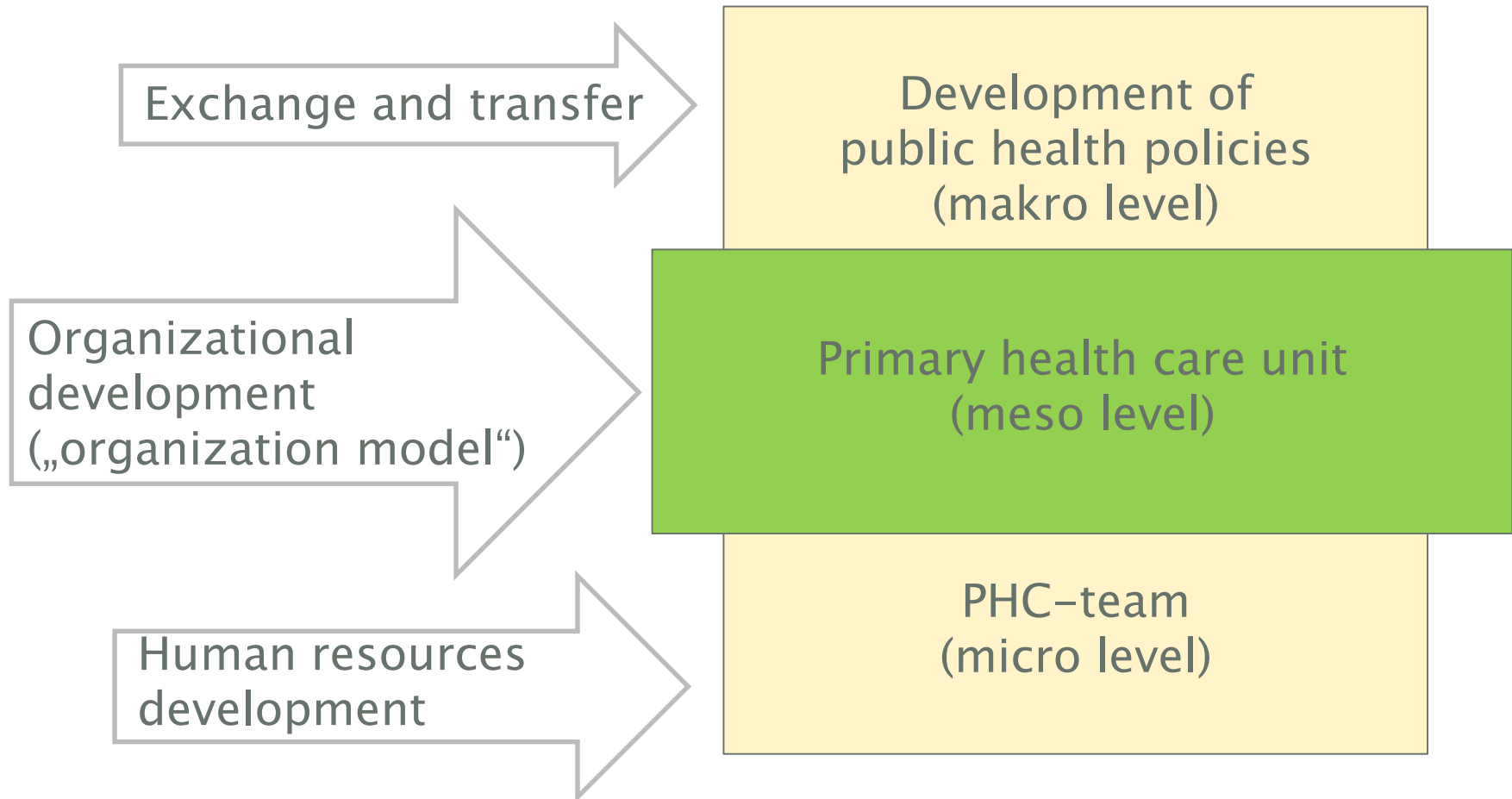
- » Patients (and relatives)
- » Staff of PHC-unit
- » Population of the region

Complex environment – project focus PHC–units



Add-in: Reorienting existing services
Add-on: new HP, prevent. and HL services in PHC

Approach: Multi-strategic & multi-level interventions



Lessons learned

- » Development, understanding and **communicating the vision** is essential
- » There is a need for **comprehensive development**,
AND
- » there is a need for **local support** in ongoing processes („quick wins“)
- » This development needs **co-production** of scientific and practical **knowledge**
- » There is a need for very **practical support** for new PHC units (blue prints for care concept and contract)
- » There is a need to consider the **financial and structural regulations** too
 - » There is a need for HP, P, HL remuneration (“money counts, not only dedication”)
 - » There is a need of training for PHC-team in HP, P and HL