

**31st INTERNATIONAL CONFERENCE ON
HEALTH PROMOTING HOSPITALS AND HEALTH SERVICES**

May 20-22, 2026 Slagthuset, Malmö, Sweden

WHORKSPOP TASK FORCE HEALTH AND CULTURE

45 minutes in Room M2.07
on Friday, May 22, 2026,
from 1.15 PM to 2.00 PM CET



International Network
Health Promoting Hos
& Health Services



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**HPH-Standard 5:
Health Service and Hospitals, Third-Sector
Organizations, and
Cultural Prescriptions for Health**

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Standard 5 Promoting health in the wider society

2020 Standards for Health Promoting Hospitals and Health Services





Definition

Hospitals and health services actively contribute to improving the health of the broader community through partnerships, prevention, health promotion, sustainability, and health equity initiatives



What is Standard 5?

- Focus: **Cooperation with external partners**
- Bridges healthcare and community resources
- Promotes holistic, person-centered care



What are Third-Sector Organizations?

- Non-governmental, non-profit groups
- Examples:
 - Charities
 - Community groups
 - NGOs
 - Volunteer organizations



Why Partner with Third Sector?

- Reach vulnerable populations
- Provide non-clinical support
- Improve access and trust
- Reduce healthcare burden



Key Components of Standard 5

- Collaboration with third-sector organizations
- Integration of social support services
- **Use of cultural prescriptions**
- Continuity of care beyond hospital settings





What are Cultural Prescriptions for Health?

- Referrals to arts, culture, and community activities
- Examples:
 - Art classes
 - Music therapy
 - Museum visits
 - Dance or exercise groups





WHO EURO
Health Evidence Network – Report di sintesi 67
**Evidenze sul ruolo delle arti
della salute e del benessere?
Scoping review
(Parte prima)**
Daisy Fancourt, Saoirse Finn

WHO REPORT No. 67, 2019

It can be considered a milestone in the field of research

It is, in fact, the first collection of over 3,000 studies that have highlighted the crucial role of the arts in disease prevention, health promotion, and the treatment and management of lifelong conditions



<https://www.dors.it/2024/09/salute-e-cultura-evidenze-raccomandazioni-e-strumenti/>





Benefits of Cultural Prescriptions

- Improved mental health
- Reduced loneliness and isolation
- Enhanced recovery and wellbeing
- Increased patient engagement



A toolkit on
how to
implement
social
prescribing
(WHO 2022)



Social Prescribing

Social Prescribing

Cultural Prescribing

Prescribing for health

The Health Prescription is carried out by a health worker who recommends not only drugs and visits, but also Movement, Culture, Art and Beauty, through the construction of territorial ecosystems of well-being



Role of Hospitals & Health Services

- Identify patient social needs
- Refer patients to community resources
- Build partnerships with local organizations
- Monitor and evaluate outcomes





Example in Practice

Challenges

- Lack of funding
- Coordination difficulties
- Limited awareness among staff
- Measuring impact



Success Factors

- Strong partnerships
- Training healthcare staff
- Clear referral systems
- Community engagement



Future Directions

- Expansion of social prescribing
- Digital referral systems
- Greater policy support
- More research on outcomes

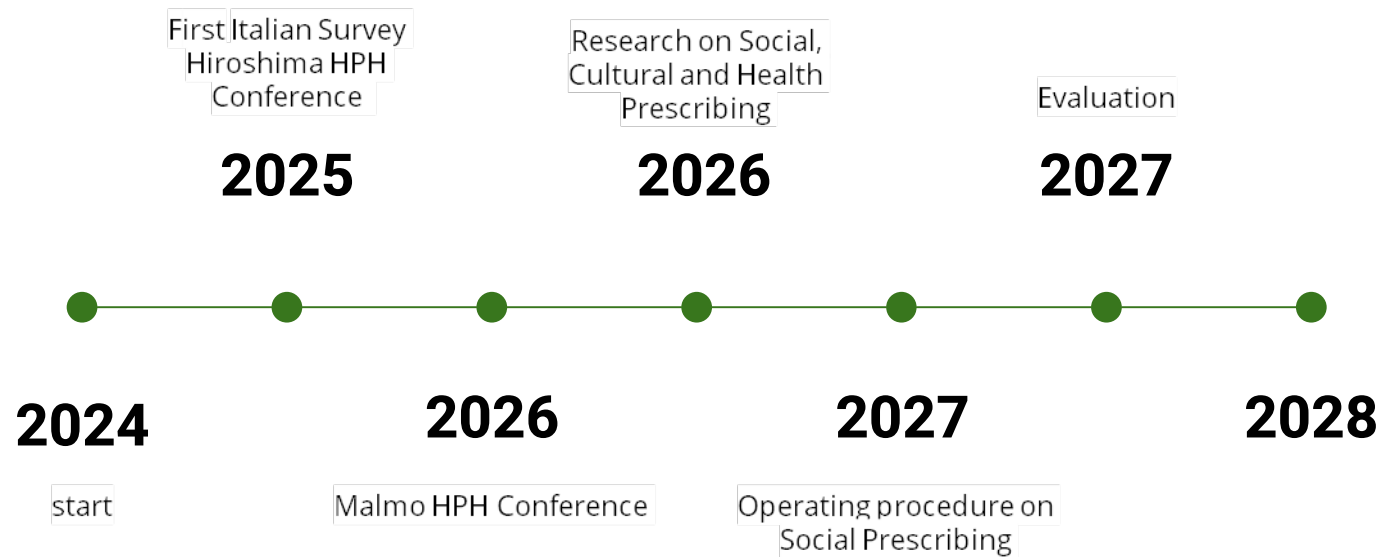


Key Takeaways

- ❖ Health goes beyond hospitals
- ❖ Community and culture matter
- ❖ Partnerships improve outcomes
- ❖ Standard 5 = integrated, holistic care



Timeline Task Force





«Beauty will save the world»

The Idiot
Fëdor Dostoevskij

Thank you!

Do you have any questions?
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