

EPH Conference

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Date : December 11, 2018



Winds of Change: how to improve the public health in Europe

European Public Health Association (EUPHA) has been organising annual scientific conferences since 1992 when the first conference was held in Paris. There the representatives of national public health associations of 11 European countries established the European Public Health Association and since then EUPHA has led the way in supporting and promoting the Public's Health in Europe.

Today the annual event is a meeting place for professors, scientist, experts, students, politicians, public servants and researchers, young and experienced, from all over the globe. In 1993 the 1st Annual Meeting of EUPHA in the Netherlands brought together 216 people and the number of participants has been firmly growing ever since, reaching 2002 last year in Sweden. This year (28.11-01.12.2018) in Slovenian 1650 people from 65 countries worldwide met in Ljubljana to present their ideas, exchange thoughts and discuss about the challenges that shape our future.

Winds of Changes, from where are they blowing?

During the four days and over 180 sessions "digitisation" and "globalisation" popped up as one of the causes of those changes. To assess the emerging risks the [Second Plenary](#) flew us into the future -a clever solution of predicting the needed changes while observe today's situation from the year 2030. During the session the need for cross sectoral collaboration in Europe and beyond was indicated as essential approach; people from different fields would have to work more closely together, starting with Health in All Policies strategy and planning Healthy Cities.

The cross sectoral cooperation was mentioned several times in other presentations as well as during the HPP oral presentation "[Competence demands for future health promotion](#)". The Ljubljana statements refers to the need to train the 21st century Public Health Professionals to be well informed, well spoken and well connected in and outside the field of public health. We couldn't agree more, as it is also one of the HPP project's dream to have wider use for the developed programmes in and outside the field of public health.

The [Fourth Plenary](#) pointed out once again the importance of good and well addressed communication as well as the use of suitable media channels. [Aljoša Bagola](#) made an engaging presentation about [storytelling](#) while also highlighted the need to be aware of the risks of Social Media. Together with [Jan Eyckmans](#) the whole plenary demonstrated the importance of having experts in different fields working together. The communication is more effective if you have a good spokesman in your side who uses simple messages and is flexible going 'where' the audience is (Instagram, Snapchat, YouTube).

The EPH Conference in Ljubljana comprehensively supported the main topics of HPP programmes that we introduced during our poster presentation. HPP courses are developed to contribute into the following abilities:

- **Enabling change** (Change Agent) -aims to strengthening competences of professionals to enable change towards equity in health and well-being and to enable all people to achieve their fullest health potential.
- **Knowledge and awareness** (Professional) -aims to raise understanding of
 - core concepts and principles of HP,
 - risk and protection factors,
 - emerging health risks;
- **Communication** (Communicator) -using appropriate communication methods and using evidence based information.
- **Mediate through Partnership** (Collaborator) -mediate by all levels concerned and between differing interests in society for the pursuit of health and well-being of people.
- **Leadership** (Manager) -to be able to lead effectively HP actions towards a shared vision and strategic direction.
- **Needs assessment** (Evaluator) -aims to ways and means to conduct effectively needs assessment at different levels.

FUTURE-ORIENTED PROGRAMMES ON HEALTH PROMOTION IN ESTONIA AND FINLAND



THE HPP PROJECT (2016-2019) is a joint venture of three educational institutions: Tallinn University Haapsalu College and Haapsalu Vocational Education and Training Centre from Estonia, and Metropolia University of Applied Sciences from Finland.

The aim of the project is to develop and test new Health Promotion (HP) study programmes based on a survey of future skills needs.

The project is carried out with support from the European Regional Development Fund through the Central Baltic Programme 2014-2020.



In Spring 2017, project partners conducted a survey about the training needs and future skill demands in the Health Promotion sector. The survey was developed based on focus group interviews in Estonia and Finland and previous studies, as well as professional competences and standards defined by the International Union for Health Promotion and Education (IUHPE).

In Spring 2018, 15 new study courses were developed, all of which highlight the survey findings and round-table insights that future professionals should have.

Today all the programmes are being tested at our partner organisations. At the end of the project, in Autumn 2019, all educational institutions and other interested parties can download the programmes freely from the project website hpp.tlu.ee.

10 PROFESSIONAL AND 6 VOCATIONAL EDUCATION AND TRAINING PROGRAMMES DIVIDED BASED ON CORE COMPETENCES

CHANGE AGENT

- Counselling and Lifestyle Coaching
- Health Equity
- Living Environment and Health, Urban Health
- Health Awareness in Different Life Stages
- Healthy Living and Working Environment
- Health Awareness in Physical Activity

COMMUNICATOR

- Media and Communication in Health Promotion

COLLABORATOR

- Multisectoral Networking for Health Promotion

PROFESSIONAL

- Global Trends & Health Promotion
- Basics of Health Promotion
- Mental Health and Wellbeing
- Nutrition
- Addictive Behaviour

MANAGER

- Leadership in Health Promotion

EVALUATOR

- Designing Health Promotion Programmes and Interventions

■ Vocational education ■ Professional higher education

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Presented poster

Inspired by The EPH we aim to compose one Vocational education and Training programme "Health awareness in different life stages" as thoughtfully as possible. The focus of all the developed programmes is to provide strong basic knowledge for all our students and future Health Specialists regardless of the specific field.

Till spring 2019 the listed study courses are being tested, updated and improved.

At the end of the project all 10+6 programmes will be available in this website for a free download.