

Expertise
and insight
for the future

HPP
HEALTH
PROMOTION
PROGRAMME



Building professional Health Promotion Competencies by joint project in Estonia and Finland

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23rd IUHPE World Conference on Health Promotion:
Promoting Planetary Health and Sustainable Development for All, 7th – 11th April 2019

HPP - Health Promotion Program –project 2016- 2019



EUROPEAN UNION
European Regional Development Fund



EUPHA – Vienna Declaration 2016 –

..... **to invest in training**



‘create highly qualified workforce who, in their many different roles and sectors, can contribute to improved health for the entire population’



EU Health Program 2014-2020: Joint Action
—> Focus in health promotion and primary prevention

JA CHRODIS -Health Promotion and Primary Prevention
in 14 European countries: a comparative overview....
....key findings

***The need to develop and sustain workforce capacity
for health promotion and disease prevention***

Program: EU Interreg Central Baltic



- *Program priority:*

Skilled and Socially Inclusive Region

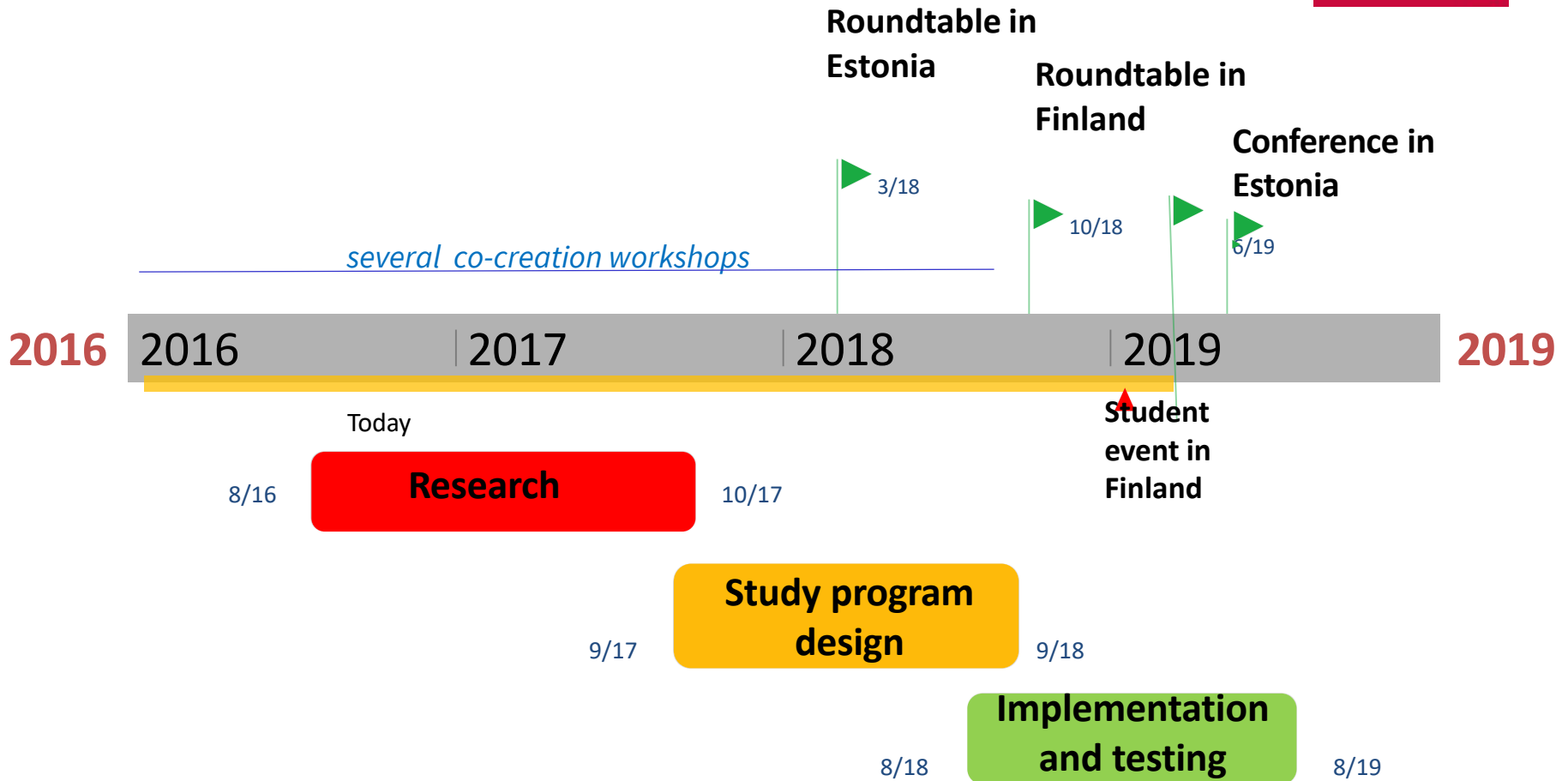
- *Program priority, specific objective:*

More aligned education and training programmes in the Central Baltic Region

HPP Health Promotion Program – Aims to:

- *develop professional future-fit curricula in co-operation with professionals from labour market*
- *improve health promotion training*
- *boost the regional development and economic growth*

HPP - Timeline



HPP – Survey 2017

Future HP Competence needs



9-10/2016

12/2016

1-3/2017

4-6/2017

10/2017>

Literature search



- EU:CompHP
- AU:Shilton et al
- IUHPE
- Research plan

Focus Group

Interviews

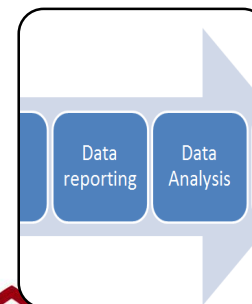
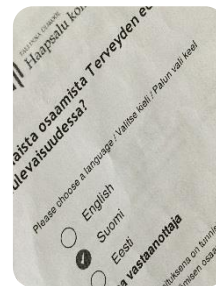
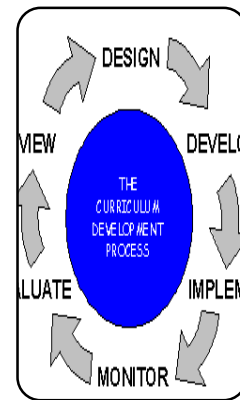
- Finland, 9 participants
- Estonia, 8 participants

Questionnaire development

- e-questionnaire
- 9 domains &
- 77 statements

Survey data

- collection 4-6/2017
- analysing and reporting 8/2017>
- Estonia N=249
- Finland N=588



Study
program
design

Method: Survey

Questionnaire Design



Figure 1 IUHPE Core Competencies for Health Promotion

- *IUHPE: Core Competencies and professional standards for Health Promotion, 2016 —>*
- *Previously developed and used Questionnaires (CompHP –project 2009-2012 & Shilton et al. 2001, 2005)*
- *HPP –project: Focus Group Results from Finland and Estonia*
- *HP experts/practitioners consultation – Roundtables*
- *Piloting*

HPP –e-Questionnaire



TALLINNA ÜLIKOOL
Haapsalu kolledž



Haapsalu
Kutsehariduskeskus



Interreg
Central Baltic

New skills in Health Promotion

Please choose a language / Valitse kieli / Palun vali keel

- English
- Suomi
- Eesti

Dear Respondent,

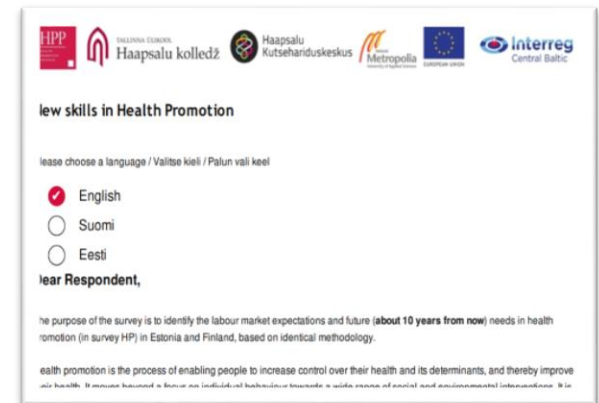
The purpose of the survey is to identify the labour market expectations and future (**about 10 years from now**) needs in health promotion (in survey HP) in Estonia and Finland, based on identical methodology.

Health promotion is the process of enabling people to increase control over their health and its determinants, and thereby improve their health. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions. It

HPP-Questionnaire

9 domains, 77 statements

1. **K**nowledge/Awareness, 10
2. **E**nable Change, 10
3. **A**dvocacy, 7
4. **M**ediate through Partnership, 7
5. **C**ommunication, 8
6. **L**eadership, 12
7. **N**eed Assessment, 6
8. **P**lanning and Implementation, 10
9. **E**valuation and Research, 7



The screenshot shows the top part of the HPP-Questionnaire interface. At the top, there are logos for HPP, Haapsalu kolledž, Haapsalu Kutsehariduskeskus, Metropolia, and Interreg Central Baltic. Below the logos, the text reads "low skills in Health Promotion". Underneath, it says "Please choose a language / Valitse kieli / Palun vali keel". There are three radio button options: "English" (which is selected), "Suomi", and "Eesti". Below the language selection, it says "Dear Respondent,". At the bottom, there is a paragraph explaining the purpose of the survey: "The purpose of the survey is to identify the labour market expectations and future (about 10 years from now) needs in health promotion (in survey HPI) in Estonia and Finland, based on identical methodology." and a definition of health promotion: "Health promotion is the process of enabling people to increase control over their health and its determinants, and thereby improve their health. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions. It is..."

few skills in Health Promotion

please choose a language / Valitse keeli / Palun vali keel

English
 Suomi
 Eesti

Dear Respondent,

The purpose of the survey is to identify the labour market expectations and future (about 10 years from now) needs in health promotion (in survey HP) in Estonia and Finland, based on identical methodology.

Health promotion is the process of enabling people to increase control over their health and its determinants, and thereby improve their health. It must be based on individual behaviour, but also a wide range of social and environmental interventions. It is

Domain 1. Knowledge / Awareness

Please **assess** how essential you consider the following competences in **promoting health and wellbeing in the future.**

scale

In the future, a professional/expert must *

	Essential competence for all	Desirable competence for all	Specific competence, relevant for some, but not for all	Not relevant
know and apply the core concepts and principles of HP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
work actively to reduce inequalities in health and wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
apply multidisciplinary knowledge to				

Results: Background of the respondents

- Data:
 - 837 respondents (♀ 91%, ♂ 9 %)
 - n=588 from Finland, n=249 from Estonia
- Respondents
 - 23 – 77 years old
 - High educational background
 - Sectoral background
 - Finland from health (80%) and social (14%) sectors
 - In Estonia from social (30%) and education (38%) sectors
- about 50% FI and 32 % EE informed using over half of their working time for HP

Figure: Anticipated future HP competencies. Sum score Means by competence domains.

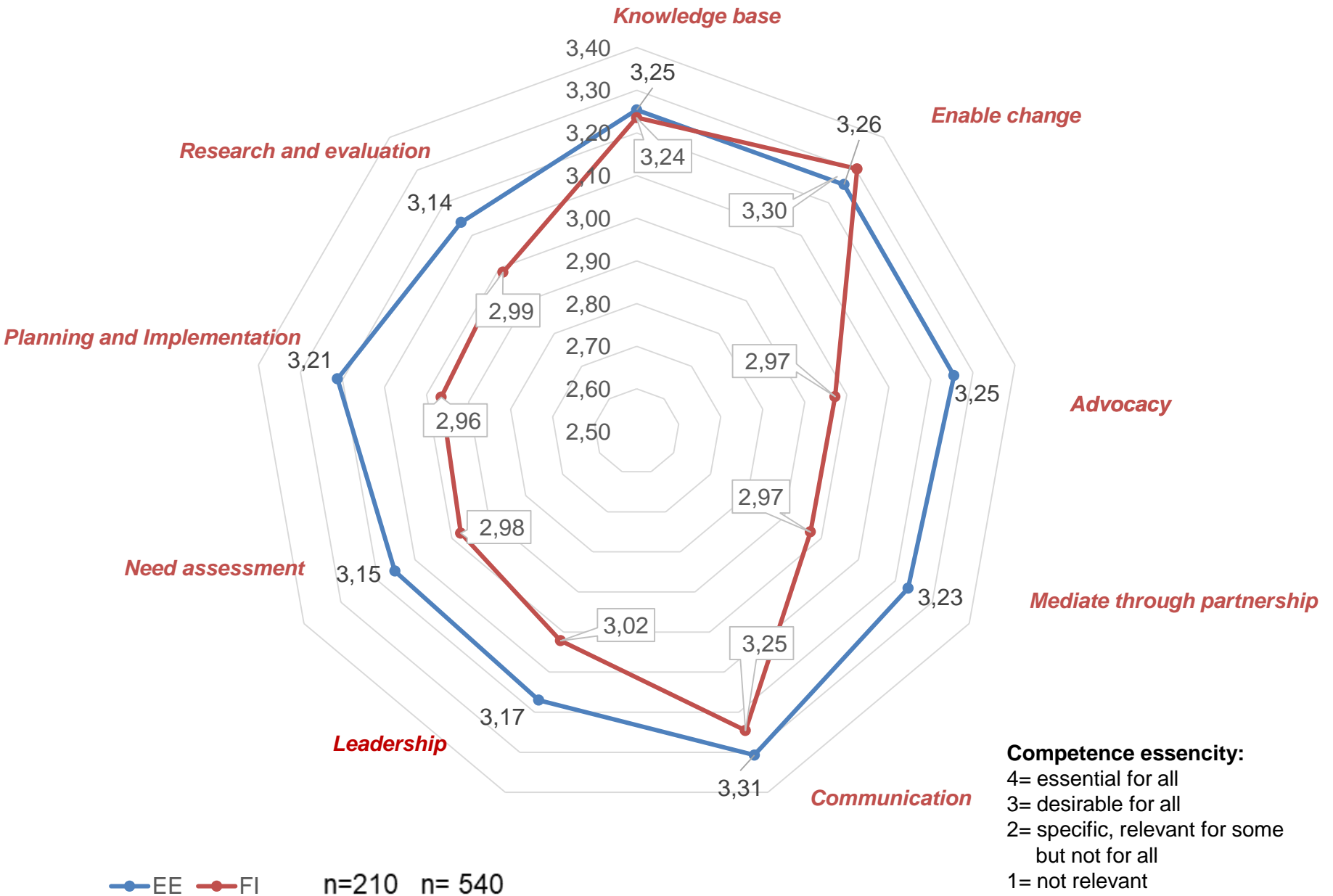
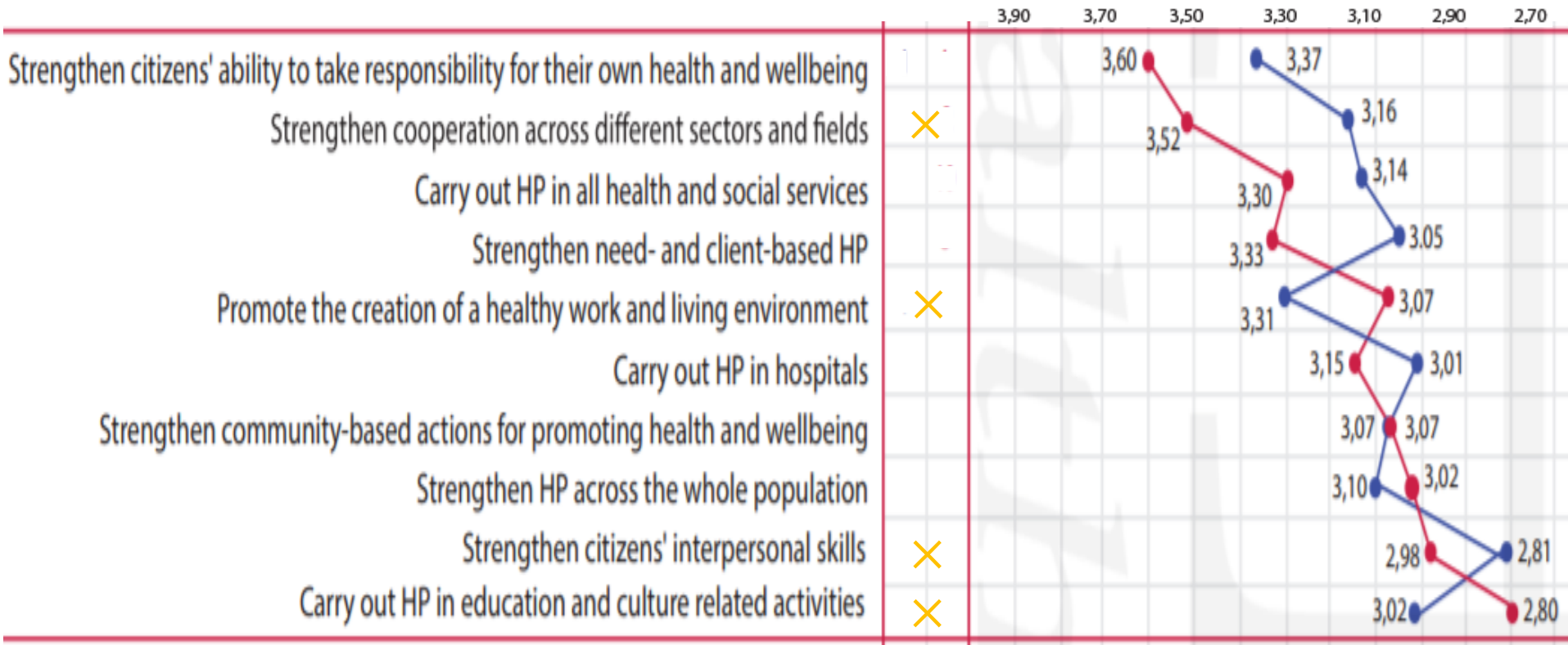


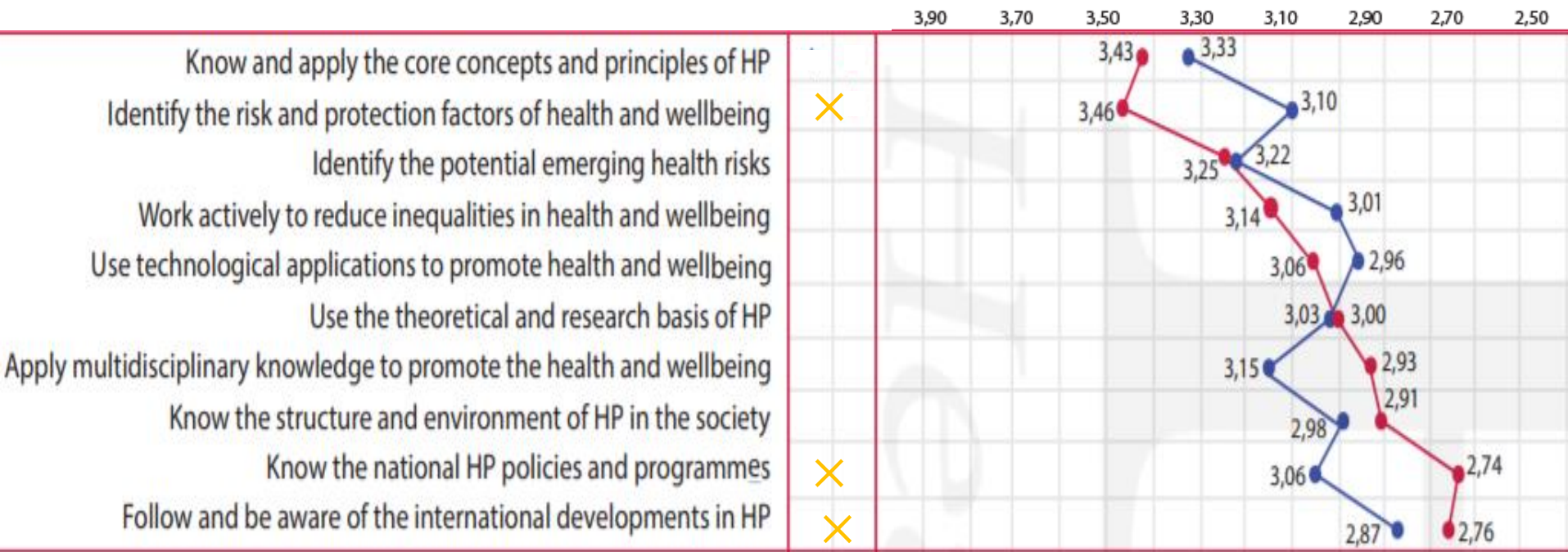
Table 1: The internal consistency (Cronbach's alpha) of competence domains

Competence domain for HP	Cronbach's Alpha	N of Items
Knowledge / Awareness	.813	10
Enable Change	.803	10
Advocacy	.845	7
Mediate through Partnership	.841	7
Communication	.790	8
Leadership	.912	12
Needs assessment	.801	6
Planning and Implementation	.882	10
Evaluation and Research	.853	7

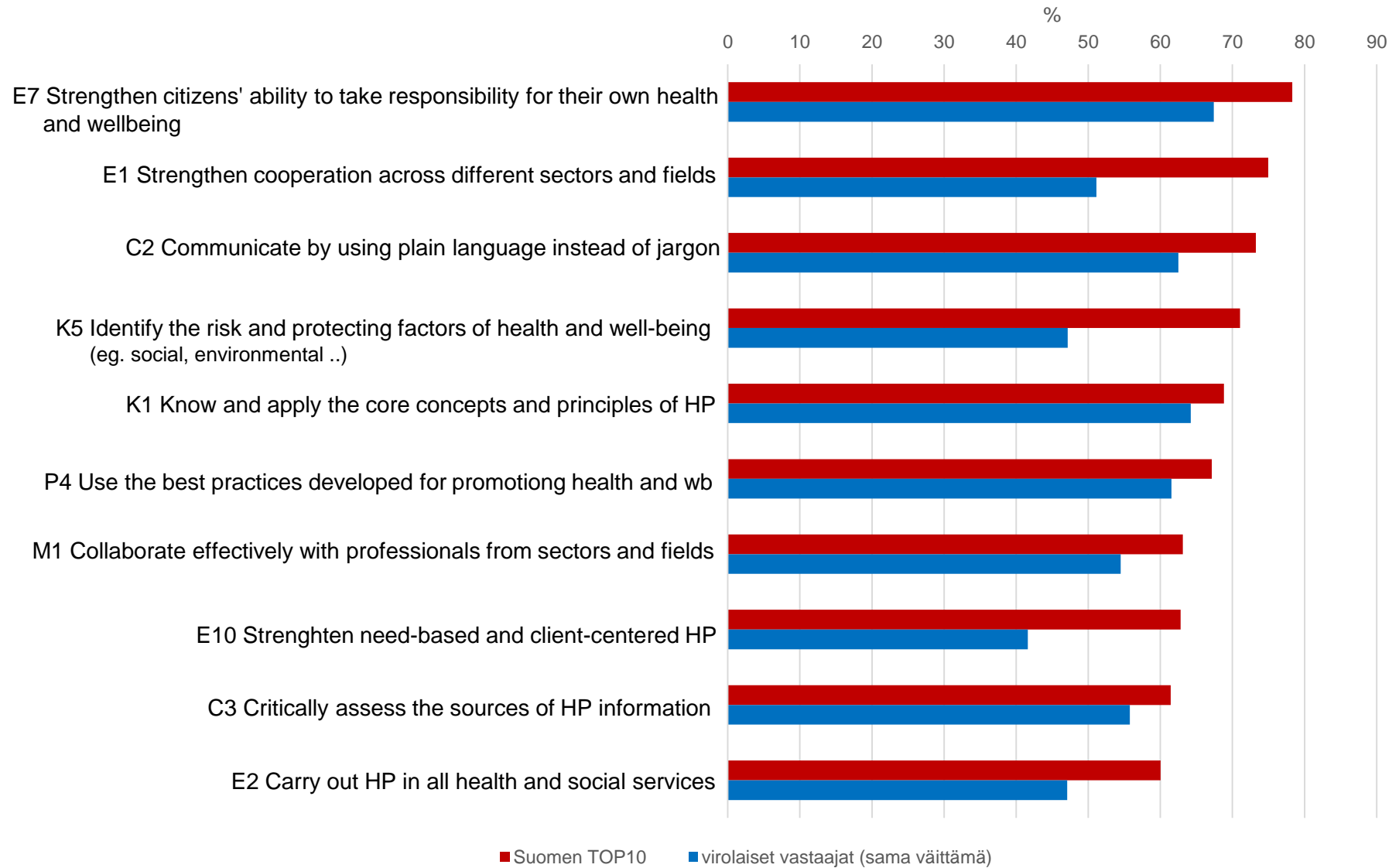
Enable Change



Knowledge base



TOP 10 Essential for all competence items (77) from FI, and the corresponding results from EE, %



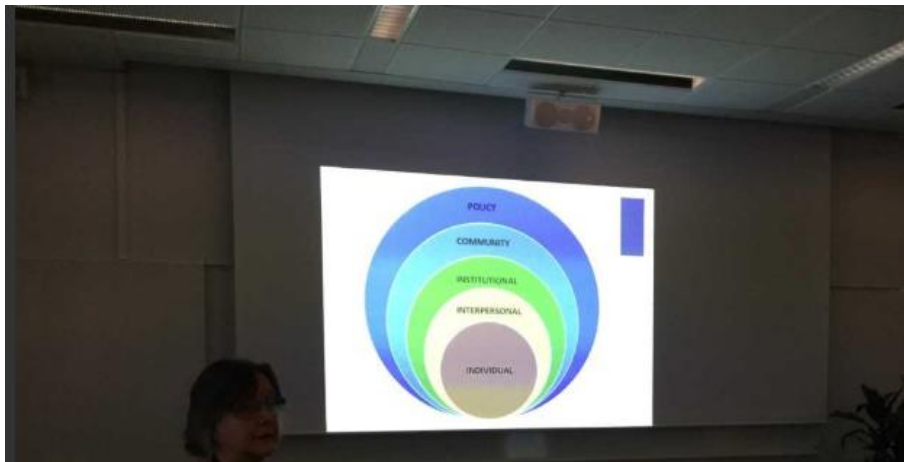
—> **HP courses** 5 credits each

- Basics of Health Promotion
- Counselling and coaching
- Designing HP programmes and interventions
- Media and communication in health promotion
- Multisectoral networking for health promotion
- Leadership in health promotion
- Urban health / Living environment and health
- Health Equity
- Global trends in health promotion



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Conclusions

- Internationally shared understanding about HP professional competencies is important
- We could apply them by collaborative process in both countries with professionals from practice to
- So far, students have been satisfied with the contents of courses – pedagogy needs to be developed more

”we have a long, good history in HP - the similar kind of trend should continue forward; hopefully not losing the drive when we have to face the big changes in the near future”

...was considered by one participant in the Finnish focus group

Our shared challenge

Requisite and novel professional Health Promotion Competence should give more potential for the promotion of health and wellbeing



Thank you !

