



# 10<sup>TH</sup> EUROPEAN PUBLIC HEALTH CONFERENCE

## 1 – 4 NOVEMBER 2017

### STOCKHOLMSMÄSSAN, STOCKHOLM

#### **Pre-conference**

#### **Health literacy and the resilient citizen in the healthy community: filling the gap between theory and health promotion research in the sustainability agenda**

Wednesday 1 November 2017, 09:00 – 12:30

#### **Organised by:**

EUPHA Section on Health promotion,  
Bielefeld University, Centre for Prevention and Intervention in Childhood and Adolescence (CPI),  
European Health Promotion Research Network

This Pre-conference provides a comprehensive overview of recent developments in health promotion research.

#### **Background**

It will highlight the European Health Promotion Research Network agenda and will be a foundation moment to gather together health promotion researchers that aim at investing in a new approach. The European Network of Health Promotion Research (HPR) that will run in collaboration with EUPHA's section for Health Promotion, International Union of Health Promotion and Education, NTNU Center for Health Promotion Research and EuroHealthNet, is funded to overcome the fragmentation in the HPR area and to build a shared force toward establishing a strong theoretical and methodological basis for HPR in Europe and beyond. There has for a long time been recognized a need for such an overarching network, and now it will be launched from the funding organizations at this Pre-conference in November 1, 2017.

After the introduction into new research network, by taking an approach towards health literacy research, the Pre-conference will be given a practical dimension, where participants can discuss the latest developments in this important branch of health promotion research. In the recent past, health literacy has received increased attention in various disciplines but especially in public health and health promotion. Understood to be an outcome of health promotion and education, health literacy primarily addresses how people access, understand, evaluate, and use of health-related information and health-related knowledge in health care, prevention, and health promotion. Health literacy enables people to take control over their health across the life-course and in all settings of life. In this context, researchers from different countries will present evidence-informed findings from various health projects in child, youth, and adult populations.

## Objectives

This Pre-conference aims at discussing how health promoting research is developing and at introducing the audiences to a new research network addressing health promotion in European context. Secondly, empirical findings from health literacy research will be introduced, including results from e-health/digital health literacy, mental health literacy, health information literacy, and physical literacy research project across Europe. Thirdly, we aim to mediate the role that health literacy can play in context of health promotion to address health inequalities and raise health equity. Thereby we aim to deepen the understanding of health literacy in the realm of health promotion research and how to move on towards future studies and practices.

## Themes

- The European Network of Health Promotion Research (HPR)
- Health Promotion and Health Literacy: Action towards Health Equity
- Health Literacy in Childhood and Adolescence (HLCA): A Target for Health Promotion and Primary Prevention
- European Health Literacy Research

## Programme

### Introduction

**09:00-09:15**

Opening remarks and welcome: Luis Saboga Nunes, EUPHA Health Promotion Section President; Geir Arild Espnes on behalf of the European Vice President of IUHPE Europe; Orkan Okan, German Health Literacy in Childhood and Adolescence Research Consortium (HLCA)

**Session 1: European Health Promotion Research Network** - Moderator: Ullrich Bauer, Bielefeld University, Centre for Prevention and Intervention in Childhood and Adolescents (CPI), Germany

**09:15-10:00**

European Health Promotion Research Network: Overarching principles for health promotion in practice? (EUPHA Health Promotion Section, IUHPE Europe, NTNU Center for Health Promotion Research, EuroHealthNet)

Although “Public Health” and “Health Promotion” should have a general over-arching agenda in “Health Policy” development it does not seem to exist in practice. Starting with the “Alma Ata Conference” giving the basic agenda for WHO, then followed by “The Health For All Policy” serving as the response from the “Public Health Sector” and, finally, the “Ottawa Charter of Health Promotion” suggesting how all this was to be implemented. Further there should have been a synergetic thread between public health and health promotion. However, it is not what generally is seen in practice.

A second challenge for health promotion is that it still needs to improve that it is effective in terms of a broad range of (biomedical, behavioural and psychosocial) outcomes and indicators. One of the reasons for this lack of consistency is that health promotion research in Europe (and also at a more global level) seems fragmented, and therefore health promotion does not appear with the consistency, respect and impact on society that should be expected. Therefore here is raised the issue of how (1) a theoretical and philosophical framework could forward the common agenda serving like an 'app' to synchronize action. (2) Consequently, this will focus on how a better basis for health promotion could be achieved through more collaborative and focused health promotion research initiatives.

**09:15-09:45**

Title: Theoretical and Methodological Basis of Health Promotional Research: The way Forward.

Speaker: Geir Arild Espnes, NTNU Center for Health Promotion Research, Norwegian University of Science and Technology

**09:45-10:00**

Title: The Costs of the Fragmentation of HP-Research seen from a young HP-researchers view.

Speaker: Unni Karin Moksnes - NTNU Center for Health Promotion Research - Trondheim, Norway  
GA Espnes - NTNU Center for Health Promotion Research - Trondheim, Norway

**Session 2: Key Notes on Health Promotion, Health Literacy, and Health Equity** - Moderator: Orkan Okan, Bielefeld University, Centre for Prevention and Intervention in Childhood and Adolescents (CPI), Germany

**10:00-10:15**

Title: Better health promotion through taking action on health inequalities and improving health equity

Speaker: Peter Goldblatt, University College London, Institute of Health Equity, UK

The “Closing the Gap” Strategy is the resulting report on the work of the multinational Commission on Social Determinants of Health (CSDH) launched by the World Health Organization in 2005.

The Commission’s overarching recommendations are to: 1. improve the daily living conditions, 2. tackle the inequitable distribution of power, money, and resources, and 3. measure and understand the problem and assess the impact of action. In this context, the development, implementation and evaluation of interventions and programmes are seen as a key vehicle to reduce health inequalities and raise health equity.

**10:15-10:30**

Title: Improving health Literacy to take action on health equity

Speaker: Kristine Sørensen, Global Health Literacy Academy, The Netherlands

Europeans generally enjoy good health and health outcomes are improving overall. Even so, health inequalities persist and in some cases these inequalities are still growing. Health literacy purports a strong social gradient where people and patients with limited health literacy are more likely to experience health inequalities in access to services or health outcomes. More work is needed to address the significant challenges that remain in advancing equitable opportunities for good health for all. To leave no one behind it is paramount to promote and protect European public health in general and health literacy in particular through leadership, partnership, innovation and actions using a whole-of-society approach.

**10:30h-11:00 Coffee break**

**Session 3: Empirical Research on Health Literacy in Childhood and Adolescence (HLCA)** - Moderator: Orkan Okan, Bielefeld University, Centre for Prevention and Intervention in Childhood and Adolescents (CPI), Germany

**11:00-11:15**

Title: Health Literacy in Child and Adolescent Populations

Speaker: Paulo Pinheiro, Bielefeld University, Centre for Prevention and Intervention in Childhood and Adolescents (CPI), Germany

In the German National Health Literacy in Childhood and Adolescence Research Consortium (HCLA), work block 1 focuses on basic research on health literacy. The primary objective is to present comprehensively first time findings from the projects. The findings will focus on theoretical considerations and data generated by using two measurement tools in children (9-10 y.o.) and adolescents (14-17 y.o.).

**11:15-11:30**

Title: Mental Health Literacy: Systems and Providers

Speaker: Ullrich Bauer, Bielefeld University, Centre for Prevention and Intervention in Childhood and Adolescents (CPI), Germany

In work block 2 of HLCA the focus is on mental health literacy with three projects addressing families and children at risk, social workers, and school teachers. The aim is to present comprehensively first time findings from the projects generated by employing qualitative interviews and online surveys.

**11:30-11:45**

Title: E-health literacy and Digital Health

Speaker: Uwe H. Bittlingmayer, University of Education Freiburg, Institute of Sociology, Germany

In work block 3 of HLCA the focus is on E-health literacy and digital health literacy of children, adolescents, parents, educators and teachers. Certain skills and knowledge are essential to interact with technology-based health information and services. The primary objective is to present comprehensively first time findings from the projects, including an intervention, an online information research, and an ethnographic analysis of E-health-related practices.

**Session 4: European Health Literacy Research** - Moderator: Paulo Pinheiro, Bielefeld University, Centre for Prevention and Intervention in Childhood and Adolescents (CPI), Germany

**11:45-12:00 – 1st Presentation**

Title: Assessing Health Information Literacy by Knowledge Tests

Speaker: Ann-Kathrin Mayer, Information Literacy and Information Behavior Research, Leibniz Institute for Psychology Information (ZPID), Germany

In times of digital information that is available everywhere, easy access to and use of health information is crucial for better health promotion. In this context, especially the concept of health information literacy is increasing importance since more than 15 years or so. This presentation will introduce first findings from the most recently conducted online survey on health information literacy knowledge (HILK-Test) in students. Preliminary analysis shows that the tool is valid and reliable, and it also has a correlation with the comprehensive health literacy tool HLS-EU-Q47.

**12:00-12:15 – 2nd Presentation**

Title: Health literacy and the Salutogenic Perspective in health promotion

Speaker: Luis Saboga-Nunes, Institute of Sociology University of Education Freiburg - Germany; CISP-National School of Public Health, Universidade NOVA de Lisboa

This presentation will discuss the role that the salutogenic paradigm can play in a life course perspective to promote health literacy, as an important vehicle for health and well-being.

**12:15-12:30 – 3rd Presentation**

Title: Wishes and improving health literacy in childhood and adolescents

Speaker: Elise Sijthoff, Wishes Network Amsterdam, The Netherlands

How can children be addressed as young citizens and agents of their own well-being as well as supporting the health of those who are close to them? A cluster of related organizations – the educational publisher Fysio Educatief, the network WISHES (Working together Internationally for Social development and Health in Every School and family), and the Children’s International Press Centre – demonstrate methodologies that enable children to develop their own and others’ health literacy.

**12:30 Closing remarks** - Moderator: Luis Saboga-Nunes, EUPHA Health Promotion Section; Institute of Sociology University of Education Freiburg - Germany; CISP-National School of Public Health, Universidade NOVA de Lisboa

**12:40 End of preconference, followed by Network Lunch**