



Report of the Health Promotion section 2018

Luis Saboga- Nunes, Orkan Okan (section presidents)

Health promotion has regained research-and policy-driven momentum by being highlighted as a key action to reduce health inequalities and improve health outcomes. This is the background of the agenda of the EUPHA Health Promotion Section for the current period 2017-2018. This agenda draws from the survey entitled "Your participation will make it clear...!" done in 2016, among all section members. As an opportunity to hear the voices of all members, to prepare and implement a comprehensive program that will aim at responding to some of their needs and aspiration, for this year, three topics were selected:

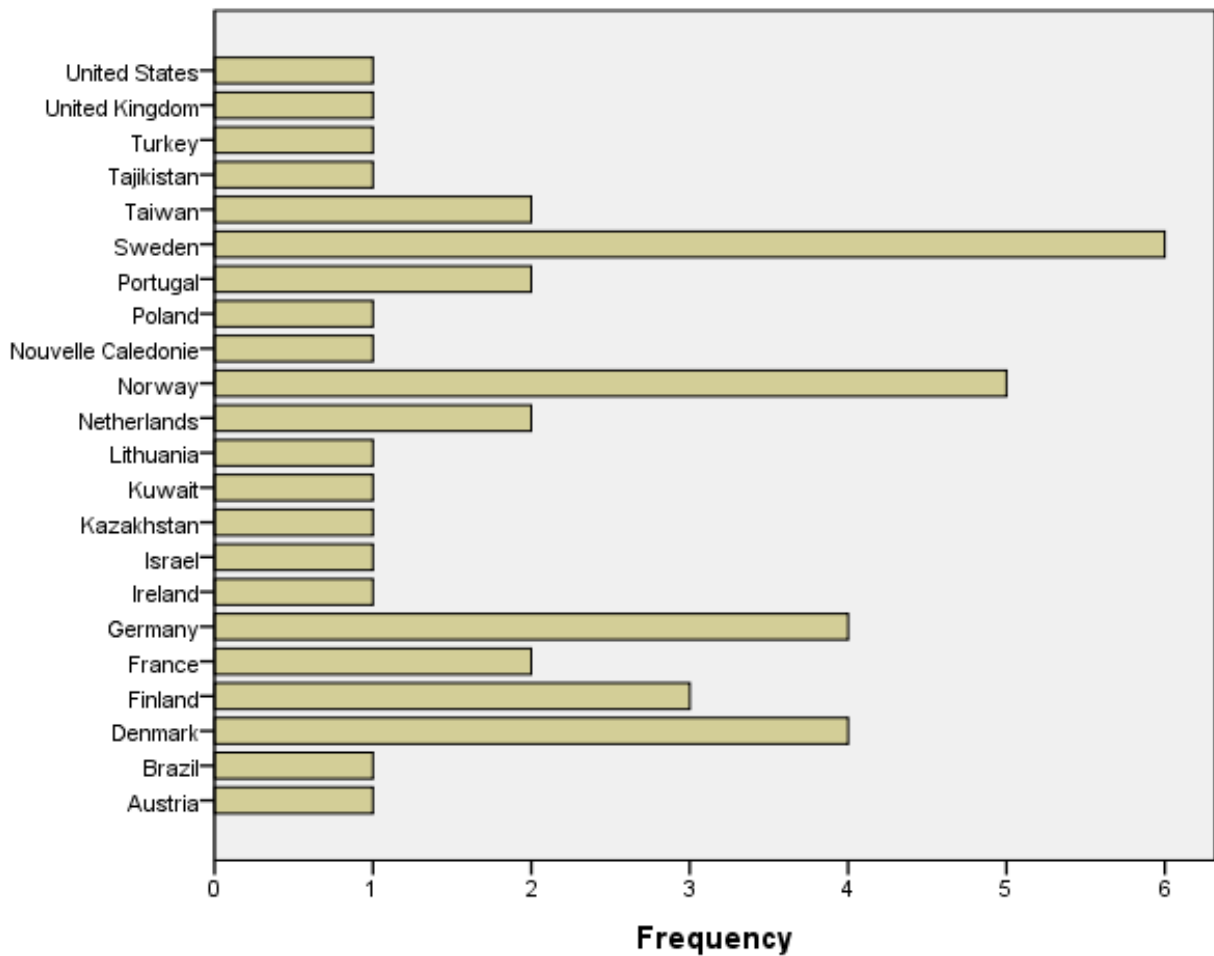
- Translate health promotion to daily health and life (i)
- Uplift health promotion and its uniqueness as a scientific discipline (ii cont)
- Engage health promotion against social injustice, poor health and health inequalities: lobbying, advocating and researching "upstream" interventions for good practice (ii cont)

These goals are explored in the following actions:

Activities of the section at the Stockholm conference

The section was represented at the Stockholm conference with the following accomplishments:

- 1) A Pre-Conference entitled: [Health literacy and the resilient citizen in the healthy community: filling the gap between theory and health promotion research in the sustainability agenda.](#) This pre-conference was organised by the Luis Saboga-Nune (from the EUPHA Health Promotion Section), Espnes Geir (from NTNU Center for Health Promotion Research, Norwegian University of Science and Technology), Orkan Okan (from the EUPHA Health Promotion Section and the Health Literacy in Childhood and Adolescence Research Consortium (HLCA) (from Bielefeld University), and the EUPHA Section on Public Mental Health and Child and Adolescent Public Health. There were representatives from 22 countries



2) Three workshops with the titles:

- Health literacy in different countries and populations: the many approaches to research
- Advancing salutogenesis for health promotion and public health (with Georg F. Bauer, Jurgen M Pelikan)
- The “Health Literacy in Childhood and Adolescence” research consortium (HLCA): empirical findings

With these participations the section has fully reached its goal for 2017: to increase visibility of health promotion (at the Stockholm) to uplift health promotion and its uniqueness as a scientific discipline. The section showed a very active profile in pre-conference and workshop submissions (that attracted around 190 participants and involved 24 speakers/presenters and 48 authors). Also the goal to cooperate with other sections was accomplished.

Section meeting in Stockholm

Around 26 participants joined the section business meeting in Stockholm. In the agenda two main topics were proposed:

- 1) nominate a member to become the section representative for the health research pillar - Espnes Geir (from NTNU Center for Health Promotion Research, Norwegian University of Science and Technology) was appointed to become the section representative for the health research pillar
- 2) in order to achieve the first topic for this year (Translate health promotion to daily health and life (i)) the HP Section is actively involved with the Launch of the *European Network for HP-Research* – a joint proposal from NTNU Center for Health Promotion Research, Norwegian University of Science and Technology, IUHPE, ASPHER; EuroHealthNet, EUPHA HPS

Concept paper for an European Network for Health Promotion Research

Background: European Health Promotion (HP) Research has for many years suffered from the lack of an arena to discuss theoretical foundations, models, definitions and research methods. There are a number of organisations like EUPHA, IUHPE and ASPHER that have HP-research as part of their portfolio, and are suitable places to discuss Public Health policies, politics and practices.

Reasoning: This is a suggestion for an arena for HP-researchers to discuss HP-research challenges and possibilities, not only HPs such.

Implementation:

1. First mentioning in a General Assembly for EuroHealthNet 2015
2. Letter drafted to the Board of the EuroHealthNet
3. A gathering with NTNU Center for HP-Research, IUHPE, EUPHA and EuroHealthNet September 2015
4. The idea has been marketed several places during 2016-2017 and have had received favourable feed-back
5. Concept paper at the HP PreConference in Stockholm Nov 2017

Plan for close future:

6. A founding-meeting Brussels May 2018 - hosted by IUHPE, EUPHA, EuroHealthNet and NTNU Center for Health Promotion Research
7. Official launch at the joint 10. IUHPE European Conference and International Forum of Health Promotion Research Sept 2018

Description: The European HP Network is aiming at creating an arena for gathering HP-researchers from whole Europe to discuss the development and advancements of HP-research by critical discussions of theoretical foundations, new approaches to HP-research and new methodological developments like new research designs.

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The Health Promotion Section

- participated at the opening Session of [Health Inequalities XII: Closing the Gap in Health Inequalities – Quo vadis? Armut und Gesundheit 2017](#) Der Public Health-Kongress in Deutschland (7-03-2017, 9 AM).
- organize in collaboration with University of Bielefeld a summer school on health literacy from a health promotion perspective (September 18 to 22, Bielefeld University, Center for Interdisciplinary Research)
- participate in the III Mediterranean Symposium on Health Promotion organized by the Health Promotion Chair of the University of Girona (June 22-23, 2017)

Section survey “core competencies on Health Promotion practice and education in Europe?”

Members were invited to take part in a survey by Barbara Battel Kirk which aims was to evaluate the usage and impact of core competencies on Health Promotion practice and education in Europe between 2012 and 2017, as part of the Discipline of Health Promotion, National University of Ireland Galway (NUIG). The findings from this research will be published and will be used in strengthening competency - based quality assurance in Health Promotion practice and education in Europe and globally. The questionnaire can be completed at <https://www.surveymonkey.com/r/M8J3RLX>

Section news letters

During this year as a result of new initiative of the Presidency of the Health Promotion Section, which aims at creating opportunities for networking among section members, 4 “News & Notes” news-letters were sent periodically to all members.

Several workshops with the titles where organized:

- Health literacy in different countries and populations: the many approaches to research
- WS: Advancing salutogenesis for health promotion and public health (with Georg F. Bauer, Jurgen M Pelikan)
- WS: The “Health Literacy in Childhood and Adolescence” research consortium (HLCA): empirical findings (with Bielefeld University)
- WS: Towards new possibilities: Health literacy in the regional, national, European, and global context (with Bielefeld University)
- WS: Workshop: Health literacy: Methods, methodologies, and innovative projects and their findings (with Bielefeld University)
- WS Architecture and Urban Context's Design Strategies to Promote City Users' Healthy Behaviours (with EUPHA (CHR), WHO EURO, Politecnico di Milano University)
- WS: Interventions to promote health literacy, mental health literacy, and e-health literacy in children (with Bielefeld University)
- WS: European and international public health policy-making: The case of health literacy (with Bielefeld University)
- WS: The Circle of Health & European Alliance EAHP: rooting public health innovations into practice (with The Quaich Inc., EUPHA (HP), NTNU, Steno Diabetes Center Copenhagen; EuroHealthNet, WHO EURO: UNESCO Chair for Global Health and Education, Bielefeld University)
- Skill Building Seminar: Sin tax or syntax: how to promote healthy lifestyles (with EUPHA)
 - With these participations the section has fully reached its goal for 2017: to increase visibility of health promotion cooperate with other sections . The section showed a very active profile in pre-conference and workshop submissions (that attracted around 190 participants and involved 17 speakers/presenters and 48 authors.

A) The HP section was a Co-organizer of the 10th IUHPE European Conference, Location: Trondheim, Norway, Date(s): 24-26 September 2018

10th IUHPE European Conference and International Forum for Health Promotion Research
Implementing Health Promotion in the Life Course - User Involvement in Practice and Research
24-26 September 2018 in Trondheim, Norway



- B) The HP section (EUPHA) become one of the organizations that established the : International Forum for Health Promotion Research



- C) The HP section (EUPHA) was part of the creating process and foundation of the new UNESCO Chair (UNESCO Chair for Global Health and Education)



This articulation between EUPHA and the IUHPE institutions is highly productive for the implementation and increment of EUPHA visibility in the Health Promotion domain. We believe that also because of this articulation the membership of the EUPHA HP-section jumped from 2560 to 3016 members in the last year.

D) The HP section was represented with the following accomplishments (at Ljubljana, Slovenia conference):

- Pre-Conference : Winds of Change in Health Promotion to Improve Public Health: From Research to Implementation Wednesday 28 November 2018, 09:00 – 12:30

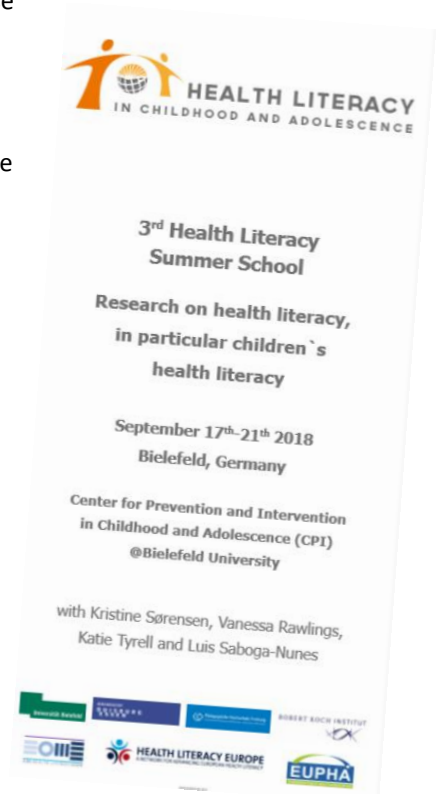
Aims: This pre-conference will explore the winds of change (four pillars) in Health Promotion in Europe by introducing:

- (Research) new European Alliance for Health Promotion Researchers (EAHPR)
- (Training/Education) International School Health Network
- (Policy) Health Promotion Intervention and Policy Research: The Case of Health Literacy in Children and Adolescents
- (Practice) Health Research Practice: Social Network Analysis and Health Literacy Practices.

As a result of the EUPHA comprehensive approach, we introduce the new forum (European forum for Health Promotion Researchers (EAHPR)) that is founded by the International Union for Health Promotion and Education (IUHPE), the European Public Health Association (EUPHA), EuroHealthNet, WHO/Europe and UNESCO's Chair for Global Health and Education, the Norwegian University of Science and Technology (NTNU) and Steno Diabetes Center Copenhagen.

The goal is to bring together health promotion researchers across Europe to further develop health promotion research and initiatives.

E) The HP section was a co-organizer of the Summer School on Research on health literacy, in particular children's health literacy, September 17th-21th 2018 Bielefeld, Germany, Center for Prevention and Intervention in Childhood and Adolescence (CPI) @Bielefeld University




2. The 4 pillars

Research pillar: the HP Section representative of the research pillar (Espnes Geir (from NTNU Center for Health Promotion Research, Norwegian University of Science and Technology) and the Vice President (Bjarne Bruun, of the IUHPE introduced the new International Forum for Health Promotion Research and gave an overview of the plans and projects associated with this Forum, a central piece of the HP Section research Pillar

Professor Bjarne Bruun Jensen suggests:

Health Promotion Version 2.0



| Traditional Prevention | Health Promotion Version 2.0 | Traditional Health Promotion |
|--|--|--|
| <ul style="list-style-type: none">• "Top down"• Expert driven• Individualistic• Quantitative eval.• "RCT"• Health outcomes• Effects – but not transferable to real life contexts | <ul style="list-style-type: none">• Dialogue• "Co-creation"• Supersetting• Quanti. + quali.• Complex interventions• Health, social and QoL• Evidence appearing from studies in real life | <ul style="list-style-type: none">• "Bottom up"• User driven• Structure• Qualitative eval.• Case studies• QoL, wellbeing• Realistic – but limited health effects |

REGION

NTNU Norwegian University of Science and Technology

3. Communication & networking

The section members were informed of the new created twitter account and a discussion followed up regarding the News Letters implementation and their frequency plus the new tool that instant communication can bring to the section members



4. Main goals for 2018/2019

Between several ideas the members shared interests and exchanged plans regarding several topics such as:

- Increase visibility of health promotion at the Marseille conference at contributing to the conference with one pre-conference and 1 or 2 workshops.
- Full use of the Twitter channel to increase section members communication
- Strengthen the cooperation with other sections.
- Strengthen the cooperation and exchange with UNESCO-IUHPE- HPForum
- Strengthen the activities to involve young EUPHA members (EUPHANxt)
- Appoint the representatives for the EUPHA 2 pillars still vacant (public health research pillar; public health policy; public health practice; public health education and training)

Organising the 4th EUPHA HPS and HLCA International Summer School on Health Literacy and Health Promotion at Bielefeld University, Germany in September 2019