Health promoters and health literacy needs of older people
3rd Conference of the European Project „Pro-Health 65+” Health promotion and prevention of risk. Actions for seniors Reporting on the project realisation Maastricht, 29.06. - 1.07. 2017

Stanisława Golinowska
Presentation plan

• On the project: framework and goals
• Participants
• Boards
• Definitions and assumptions
• Subject: health promotion functions and activities
• Target groups
• Analysed countries
• Comparative perspective
• Challenges
• Structure and steps of the project
• Good practices
• Trainings
• Dissemination and publications
• Evaluation
• Sustainability strategy

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On the project

**Framework:** The Second Programme of European Community Action in the Field of Health 2008-2013:
- to improve citizens’ health security;
- to promote health, including the reduction of health inequalities;
- to generate and disseminate health information and knowledge.

**Aim:** To make evidence, indicate and disseminate knowledge on effective methods of promoting healthy behaviours (lifestyle) and healthy conditions addressed to different groups of older population in the EU countries

**Mission:** to support changes in behaviour and in the environment that will improve health

**Duration** of the project: 36 months: 24 for research and 12 for training of health promoters

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Participants

• Main partners:
  – Jagiellonian University Medical College in Krakow
  – Maastricht University
  – Università Cattolica del Sacro Cuore in Rome
  – Universität Bremen

• Collaborating partners:
  – Portugal - University of Lisbona - Institute of Preventive Medicine and Public Health
  – Greece - National School of Public Health in Athens
  – Greece - National and Kapodistrian University of Athens, Medical School
  – Bulgaria - Medical University in Varna
  – Hungary - Corvinus University of Budapest
  – Czech Republic - Masaryk University in Brno
  – Lithuania - Public Enterprise MTVC in Vilnius
  – Poland – Instytut Medycyny Pracy in Lodz - Nofer Institute of Occupational Medicine

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1. Advisory Board
Tomasz Grodzicki, Ian Hamers, Ceu Mateus, Hajo Zeeb, Clemens Tesch-Römer, Sergio Garbarino, Giovanni Capelli, Francesco Landi, Giuseppe De Lorenzo, Adam Windak

2. Board of Health Promoters
Wiesława Borczyk - Polish Nationwide Association of Universities of the Third Age (Federacja Uniwersytetów Trzeciego Wieku);
Joanna Staręga-Piasek and Anna Olech - Institute for the Development of Social Services (Instytut Rozwoju Służb Społecznych – IRSS);
Tomasz Tomasik - The College of Family Physicians in Poland (Kolegium Lekarzy Rodzinnych KLR);
Sylwia Grzesiak-Ambroży i Agata Komisarz - Regional Self-government - Department of Health and Social Policy, the Marshal’s Office of the Małopolska Region (Urząd Marszałkowski Województwa Małopolskiego);
Bert Hesdahl - Academic Collaborative Centre Public Health (ACC) - Department of Knowledge and Innovation. Community Health Services South Limburg Netherland
Boards of Health Promoters

Functions:

• discuss and define target groups of health promotion activities proposed in the project,
• evaluation of training materials,
• recruiting trainings’ participants,
• support for trainings’
• evaluation of training performance,
• further dissemination and implementation of project outcomes.
Boards – internal bodies

• Project Council; project WPs coordinators
• Project Consortium Board (partners project institutional representatives)
Health promotion (based on the Ottava Charter): the process of enabling people to increase control over, and to improve, their health.

Concerning older people: rather to maintain health and good quality of life and wellbeing
Scope of health promotion functions and activities

Health information
Health education
Primary prevention
Advocacy
Social (health) marketing

Physical activity
Healthy eating

Avoiding health risks, in particular smoking, excessive alcohol drinking, being overweight and falls;

Avoiding stress, developing emotional intelligence and intellectual activity, maintaining and developing social bonds and social integration to protect mental health;

Care for sexual health to avoid sexually-transmitted diseases
Health promotion components and categories used in the project

**Subjects:** chronic diseases prevention, healthy lifestyle and healthy environment

**Kind of activities:** physical activity, healthy diet, protecting mental health, protecting health in the workplace and public units, avoiding health risk,

**Functions of activities:** health information, health education, advocacy, diseases prevention (primary),

**Health promoters:** public institutions, civic and private organizations, individual professionals

**Health promotion policies:** strategies, plans, programmes, regulations
Older people as target groups

Population of professionally active persons aged 55 -67. Working is a form of active ageing.

Population aged 67-80/85 – „the 3rd age”
Mostly retired, socially active.

Population aged 80/85 and more – „the 4th age”. Health promotion for the oldest persons focuses more on immediate effects and take into account their caregivers and families.
Health promoters

Organisations, professionals and social activist creating, organising and providing health promotion and diseases primary prevention programmes, actions and interventions
Health promoter

Conditions for operations: Institutions and Funds

Knowledge Competences

Method of operations: Information Education Marketing

Good practices

Healthy lifestyle of seniors
  Good quality of life

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Challenges:

• Older people are not a typical target group for health promotion both in studies and actions

• Salutogenic orientation - maintain health and wellbeing of older people – healthy aging

• Heterogeneity of target groups – so called ’older people’

• Theoretical background and evidence on HP4OP effectiveness are rather poor so far

• Country-specific systems of public health and health promotion

• Interdisciplinarity: medicine, biology, sociology, psychology, economics and political sciences

• Combination of research with actions

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Analysed countries – rationale

Selection of countries are based on Esping – Andersen classification, took into account the welfare regimes later modified by Ferrera and included health outcome criteria (without Scandinavian, Ireland and UK countries):

– Continental Europe: Netherlands and Germany
– Southern Europe (Mediterranean): Italy, Portugal, Greece
– Eastern Europe: Poland, Czech Republic, Hungary, Bulgaria and Lithuania
Table of results: health status by countries
LE at birth
Health status by countries
LE at 65

(*) Estimates.
(*) Provisional.
Source: Eurostat (online data code: demo_mlexpec)
## Structure of the project activities

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# Research part of the HP4OP

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Research steps

• Biostatistic analysis on health status of older people based on SHARE and SHELTER data base
• Literature overviews on effectiveness of HP4OP interventions and programmes
• Institutional analysis based on questionnaires and contributions of experts of the project partners and collaborators
• Analysis of funding and financing of HP4OP
• Glossary
• Collection and selection of good practices of HP4OP
Topics of the systematic literature overviews

- Successful aging and healthy aging definitions
- Systematic review of EU concepts, legislation and programmes on healthy ageing
- Scoping review of health promotion effectiveness
- Systematic review on economic evaluation of health promotion actions for older people
- Overview of the literature search on institutions of health promotion for older people in ten selected European countries based on SPOFER framework
Institutional analysis of health promotion

Level

Central
- Parliament
- Government
- Ministries: health, education, labour, social affairs, sport

Regional
- Regional self-government

Local
- Local self-government, PC, communities

Scientific Institutes, Dialogue and participation Organisation, HTA Agencies

Workplace and other places of peoples stay

Non-governmental Organisation

Media

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Expenditures on public health and prevention OECD 2013

Per capita, US $, PPP

Pro-Health 65+
Health promotion
Prevention of risk
Action for seniors

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Effectiveness of health promotion for older people

Analysis of two kinds of effectiveness:
• Reaching of health goals
• Being cost-effective

Methods of analysis: systematic literature reviews:

Mariusz Duplaga, Marcin Grysztar
Katarzyna Dubas, Ewa Kocot, Katarzyna Kissimova-Skarbek
Kai Huter, Heinz Rothgang
Wim Groot, Milena Pavlova, Jelena Arsenijevic
Collection and selection of good practices in HP4OP

Criteria for selection of good practices (*European Scaling-up Strategy in Active and Healthy Ageing*)
Analysis of data bases of good practices on health promotion for seniors (Alicja Domagała)
Opinion and assessment of the country experts
Presentation of selected good practices for seniors in trainings and manual for health promoters
Analysis of healthy aging policies

Concept of healthy ageing and the main EU initiatives on healthy ageing - Report and article

Template of healthy aging policies in the analysed countries and preparing a comparative paper based on experts opinions and legal documents

Summary - healthy aging policies in Europe – report and article
Comparative perspective

• Comparative study on funding and financing of HP4OP in European countries
• Comparative analyses on institutional and financial dimension of HP4OP based on analysed country profiles (country reports)
• Comparative analyses on sectors and organisations providing HP4OP programs and interventions
• Assessment of health promotion policies in European countries
The Glossary has been prepared to facilitate the communication in the multidisciplinary project team and to enhance the dissemination of project findings and their discussion.

Three types of definitions are included in the Glossary:

- definitions developed by others (mostly by international organizations such as WHO, or other researchers),
- definitions developed by others and modified for the project purposes,
- definitions developed under the project.
Dissemination and publications

- http://pro-health65plus.eu/
- WPs reports following a defined and agreed structure
- Policy briefs
- Publishing research and policy papers in Special Issues of Scientific Journals - Open Access
  - BMC Health Services Research
  - Zeszyty Naukowe Zdrowie Publiczne i Zarządzanie
  - Biostatistics Epidemiology and Public Health
  - Health Policy Journal
Trainings for Trainers

The target groups for trainings consisted of selected street-level health promoters, representatives of key groups: teachers of the Third Age Universities, social workers, family physicians, representatives of territorial governments, NGO leaders and local consultants for health promotion. Six trainings for health promoters were organized in Poland (4 in Krakow and 2 in Warsaw) and one was conducted in the Netherlands (Limburg). Totally 135 participants were trained in Poland and 12 in the Netherlands
physical activity
healthy eating
vaccinations
risk avoidance
Training programmes and methods

Training scenario and training materials were based on the Manual for health promoters developed within the Pro-Health 65+ project. The training program was prepared by project team members with the help of professional trainers and coaches specializing in health issues, who reviewed the training materials and provided the professional feedback. Then the training scenario and materials were consulted with the Board of Health Promoters.
Training scenario and training materials were based on the Manual for health promoters developed within the Pro-Health 65+ project.

Two manuals:

• In Polish for trainings in Poland based on Polish facts and data.

• in English – universal e-book with contribution of the project partners from Italy, Portugal, Germany and the Netherlands
Evaluation of trainings

Two questionnaires were prepared:

Effects on health promoters
Improvement in knowledge, skills and motivation to undertake health promotion activities

Expected effects for older people
Expected improvement in effectiveness of health promotion interventions targeted at older people

All participants had filled the evaluation questionnaires, which then were analysed and summarized in trainings evaluation report. Generally very positive response. Suggestions for continuation

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Process target: Developing 1 sustainability strategy to ensure that the project effects are sustained after the project is completed, according to the project plan,

Outcome target: 70% of the institutions approached consider implementing the manual in their daily work practice,

Output target: 1 document presenting the sustainability strategy and results of internal and external discussion about it.
Home page

http://pro-health65plus.eu/

PRO HEALTH 65+
Health Promotion and Prevention of Risk – Action for Seniors

ProHealth 65+ is focused on health promotion and prevention of health risks among seniors. The project seeks to determine effective methods of promoting a healthy lifestyle among older population groups by bringing together knowledge and experience of main partners and health promoters from Poland, Germany, Italy and the Netherlands and exchange it with collaborating partners: Portugal, Greece, Bulgaria, Czech and Hungary. The effective implementation of training for health promoters working with this age group is the ultimate project goal.

The project is coordinated by the Jagiellonian University in Cracow which cooperates in this process with the Maastricht University. Two other associated partners are Università Cattolica del Sacro Cuore from Rome and Universität Bremen. As much as 32 persons are involved with different disciplinary backgrounds including epidemiology, medical sociology, health economics, politology, law, social communications. The project is led by Stanisława Golinowska (leader) and Andrzej Kropiwnicki (manager) as well as heads of work packages: Milena Pavlova, Beata Tobiasz – Adamczyk, Mariusz Duplaga, Walter Ricciardi, Wim Groot, Heinz Rothgang, Cezary W. Włodarczyk, Stojgniew Sitko.