

Expertise and insight

for the future

The demands for future competencies to promote health and wellbeing anticipated by professionals in Finland and in Estonia



Arja Liinamo, Kaija Matinheikki-Kokko



HPP - Health Promotion Program –project 2016- 2019



EUROPEAN UNION
European Regional Development Fund



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*



Health Promotion - HP

WHO's Ottawa Charter 1986:

- Health promotion is “the process of enabling people to increase control over, and to improve, their health”.
- *three basic strategies* →
- *five areas of action* →

Three basic strategies:

Advocate
Enable
Mediate



Five main areas of action:

- *build healthy public policy*
- *create supportive environments*
- *strengthen community action*
- *develop personal skills*
- *reorient health services*

* multidisciplinary

* based on Holistic concept of health

About the meaning and justification of HPP project

- Improving people's health and social wellbeing is seen more and more important in ageing society
- By investing health promotion leads to economic gain:
 - ✓ health people stay more likely in labour market
 - ✓ peoples good health literacy reduces spendings on treatment etc..
 - ✓ Baltic sea region is the area of considerable disparities in health and social conditions..
- **Effective communication between the labour market and the education & training is vital for future development**

EUPHA – Vienna Declaration 2016 –

11 statements....partners pledge f.ex.

..... **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’



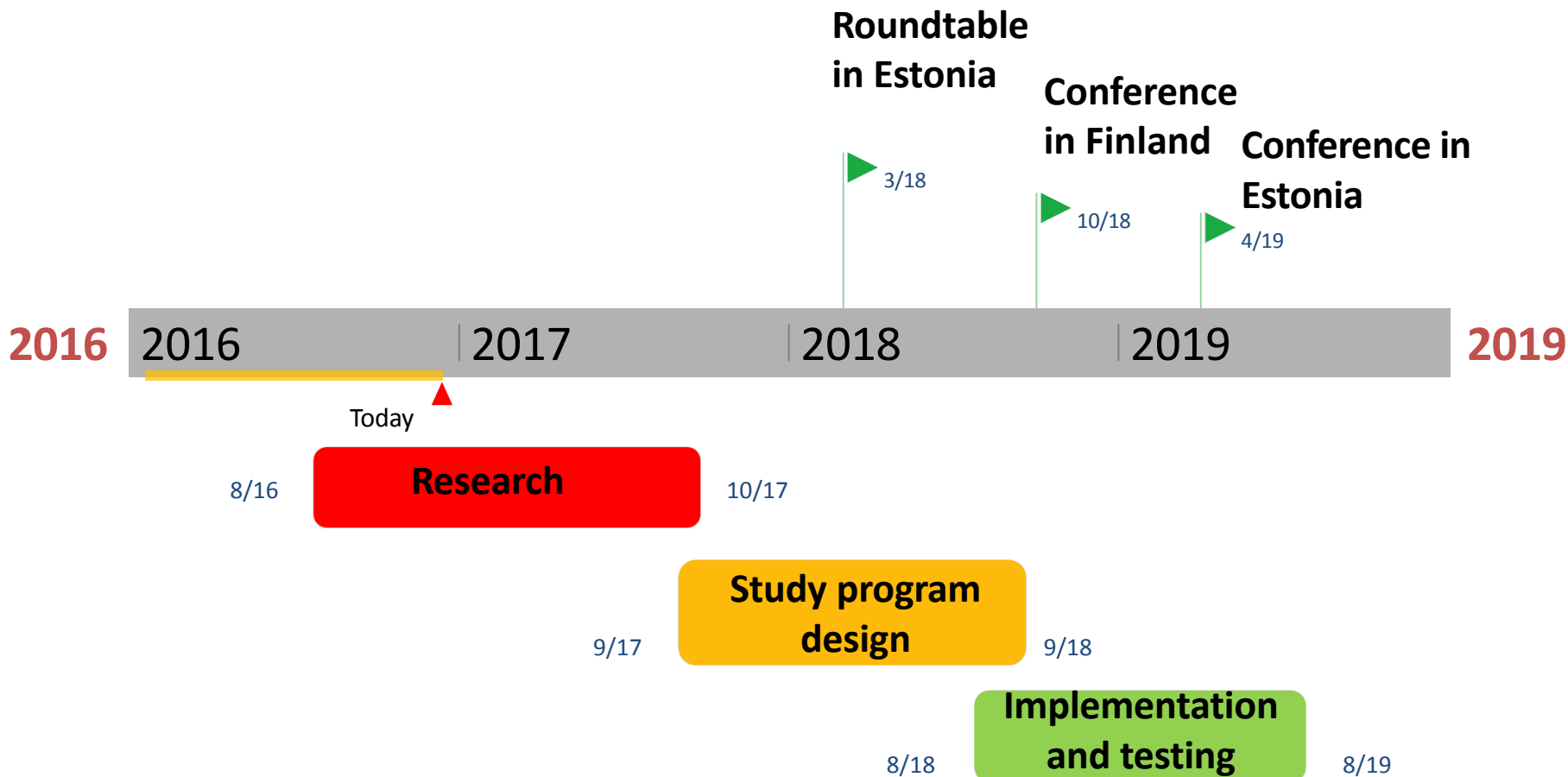
EU Health Program 2014-2020: Joint Action
—> Focus in health promotion and primary prevention

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



HPP - Timeline



HPP – Survey 2017

Future HP Competence needs



9-10/2016

Literature search

→

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



12/2016

Focus Group

Interviews

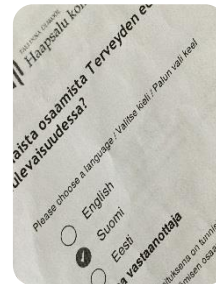
- Finland, 9 participants
- Estonia, 8 participants



1-3/2017

Questionnaire development

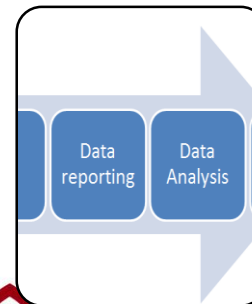
- e-questionnaire
- 9 domains &
- 77 statements



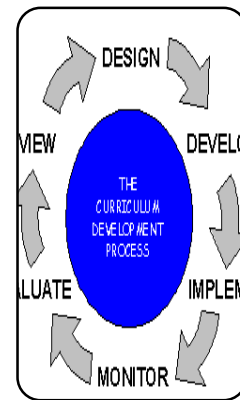
4-6/2017

Survey data

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



10/2017>



Study program design



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Method: Survey Questionnaire Design

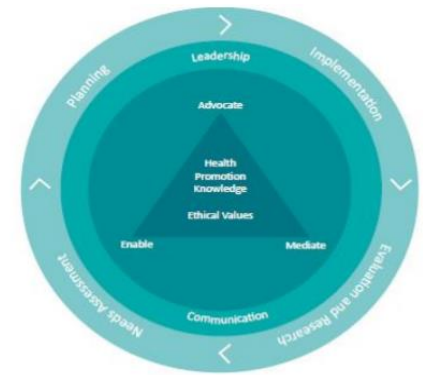


Figure 1 IUHPE Core Competencies for Health Promotion

- *IUHPE, International Union for Health Promotion and Education: Core Competencies and professional standards for Health Promotion, 2016 —>*
9 Competence Domains
- *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 & piloting*

HPP –e-Questionnaire



TALLINNA ÜLIKOOL
Haapsalu kolledž



Haapsalu
Kutsehariduskeskus



New skills in Health Promotion

Please choose a language / Valitse kieli / Palun vali keel

- English
- Suomi
- Eesti

Dear Respondent,

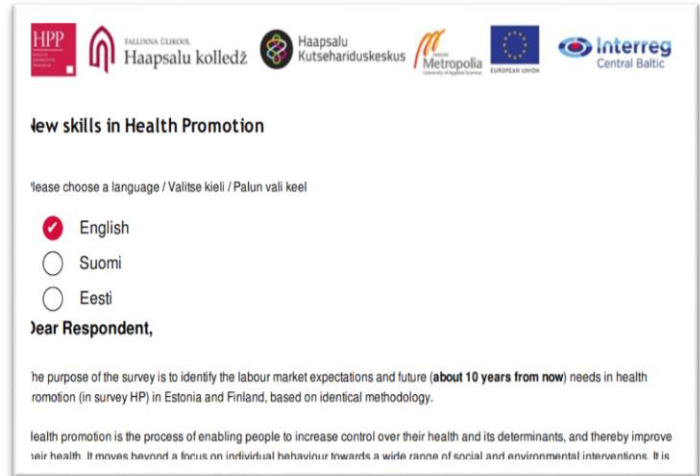
The purpose of the survey is to identify the labour market expectations and future (**about 10 years from now**) needs in health promotion (in survey HP) in Estonia and Finland, based on identical methodology.

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. Knowledge/Awareness, 10
2. Enable Change, 10
3. Advocacy, 7
4. Mediate through Partnership, 7
5. Communication, 8
6. Leadership, 12
7. Need Assessment, 6
8. Planning and Implementation, 10
9. Evaluation and Research, 7



HPP HAALIKSIA ELÄMÄÄ Haapsalu kolledž Haapsalu Kutsehariduskeskus Metropolia University of Applied Sciences EUROPEAN UNION Interreg Central Baltic

ew skills in Health Promotion

Please choose a language / Valitse kieli / Palun vali keel

English
 Suomi
 Eesti

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Domain 1. Knowledge / Awareness

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

In the future, a professional/expert must *

scale

	Essential competence for all	Desirable competence for all	Specific competence, relavant 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: What kind of competencies do practitioners and specialists from Estonia and Finland consider important in the future in the field of health promotion?

- 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 of working time used for HP

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

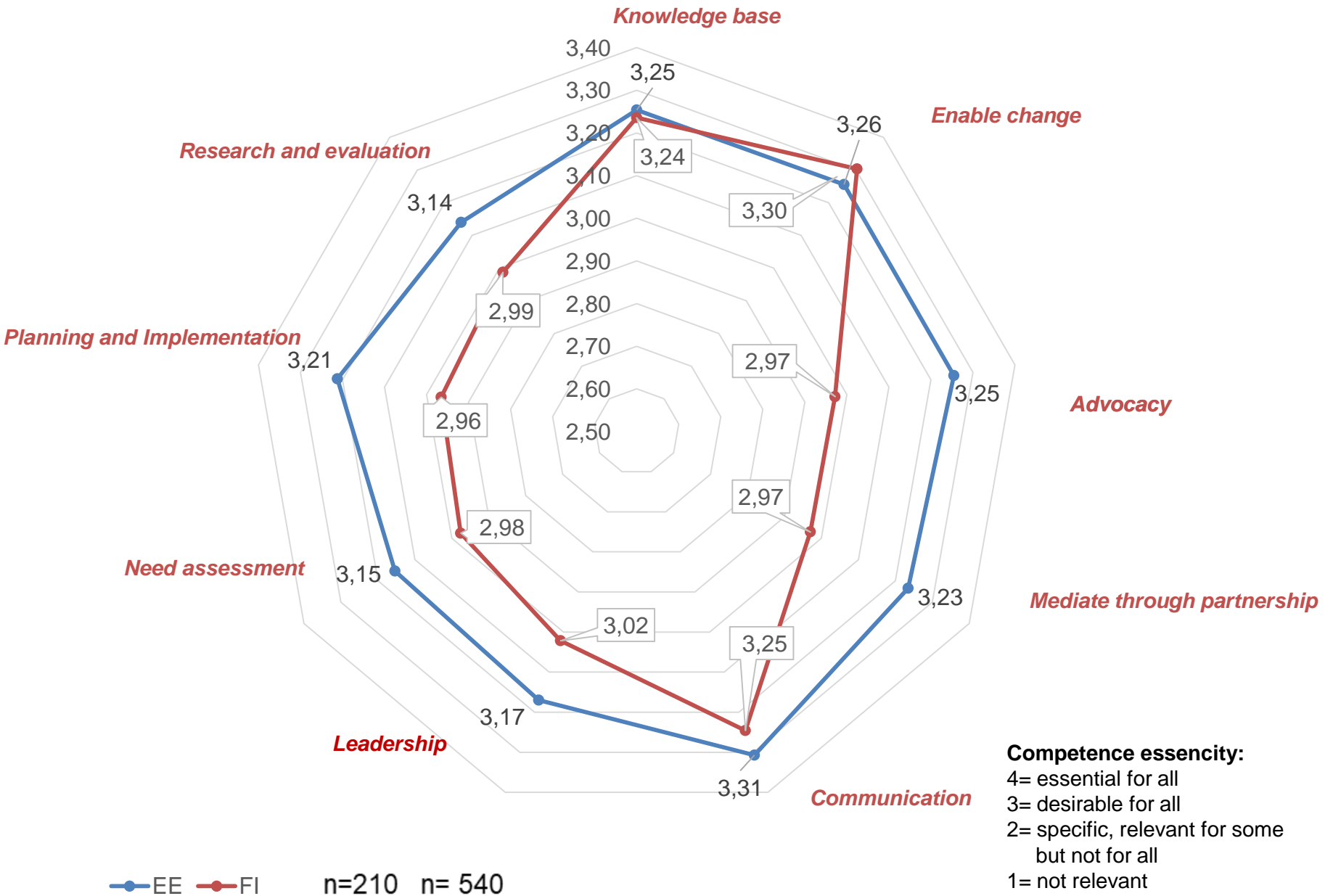
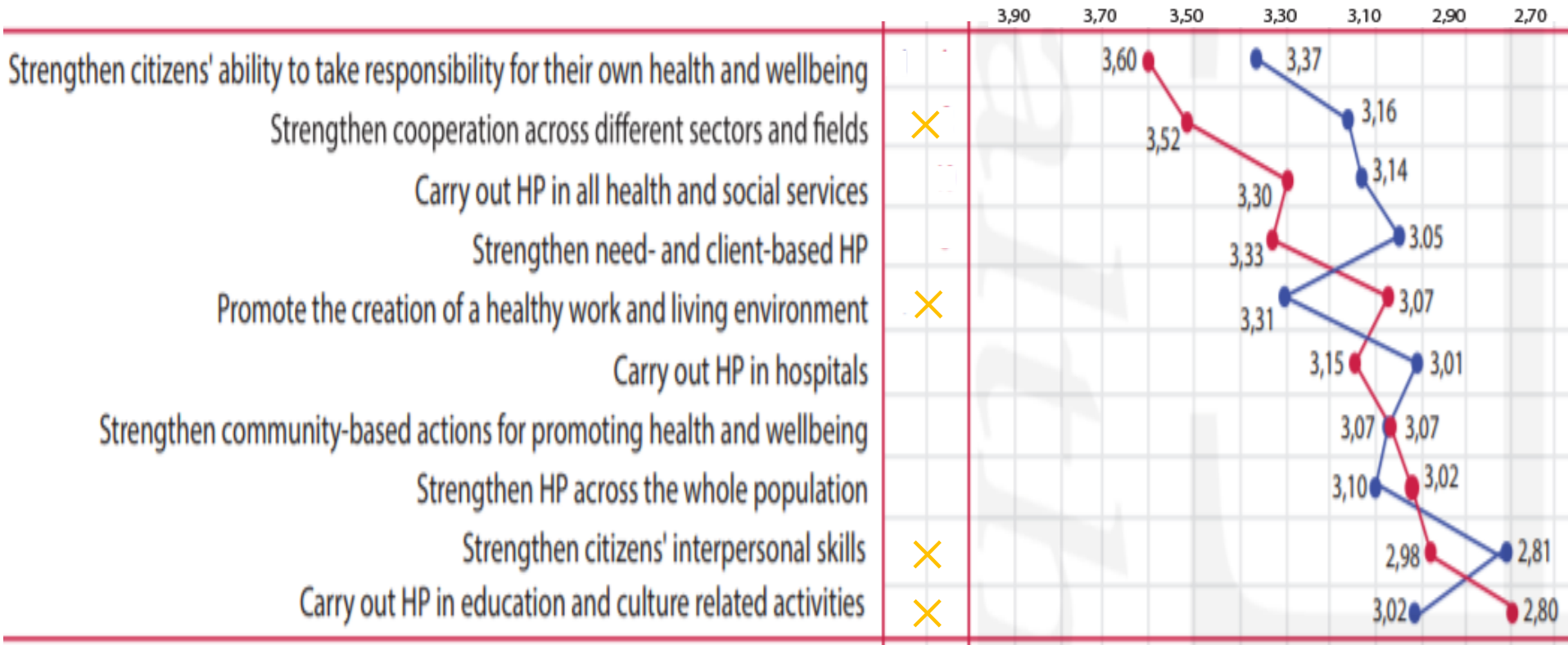


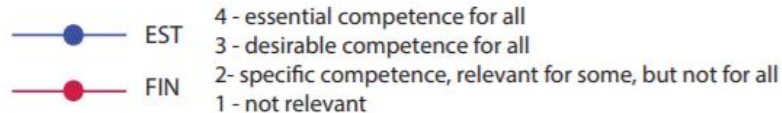
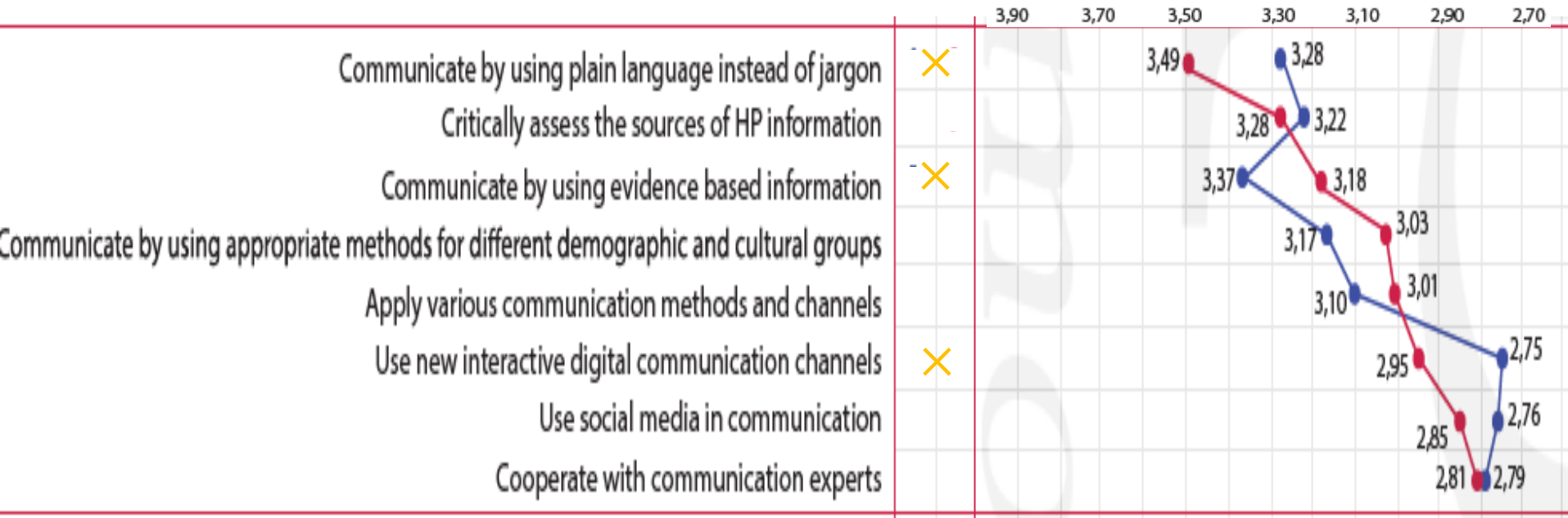
Table 1: The internal consistency (Cronbach's alpha) of competence domains

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

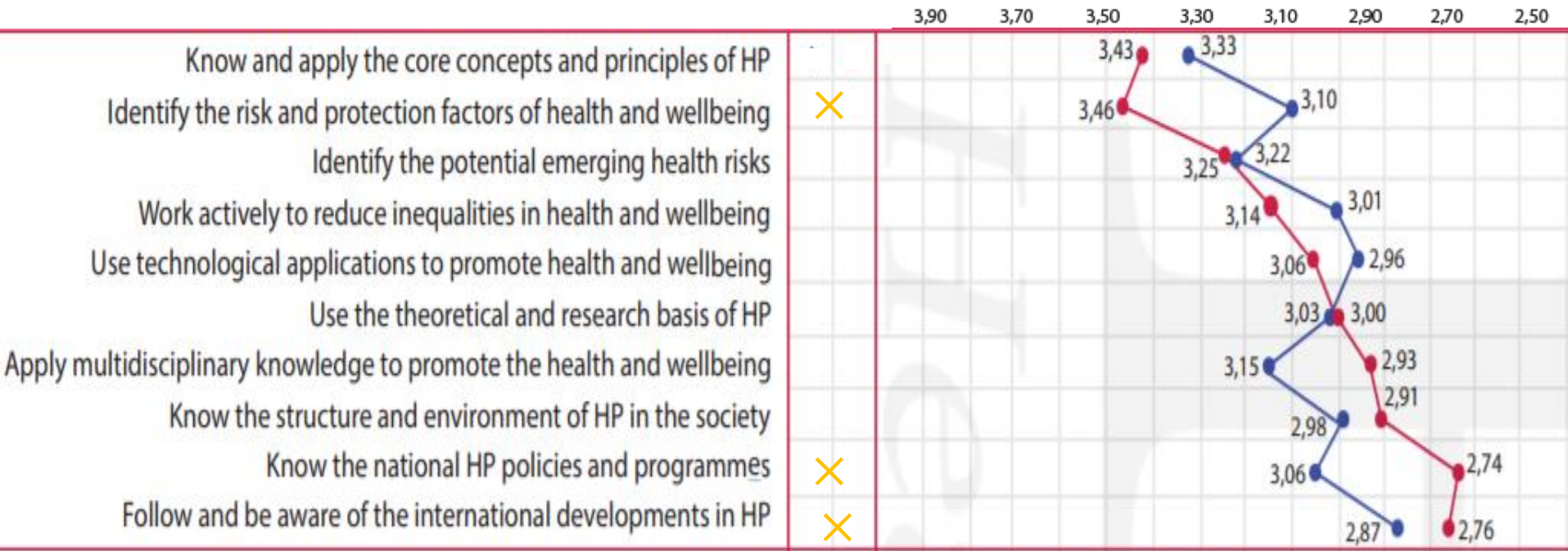
Enable Change



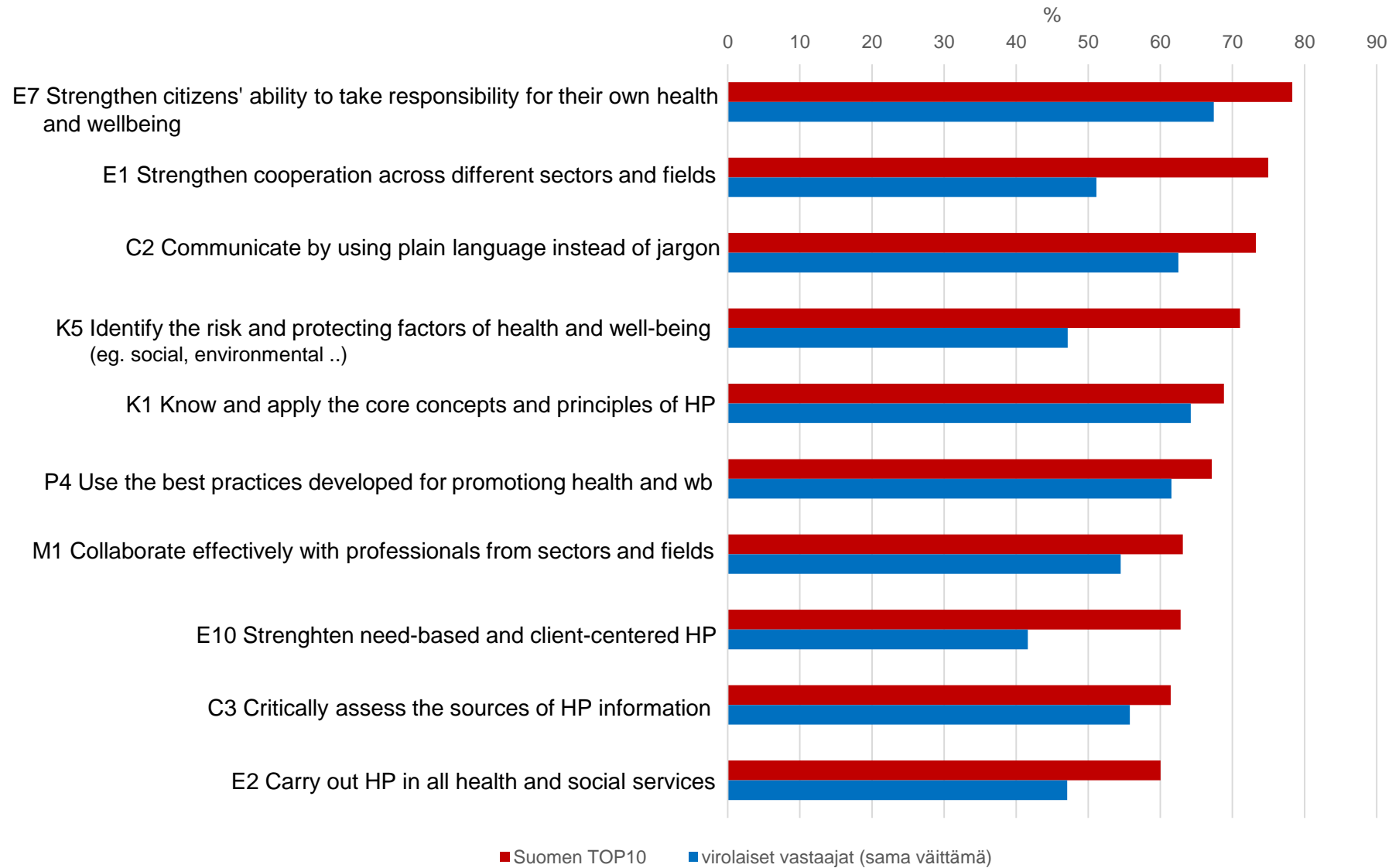
Communication



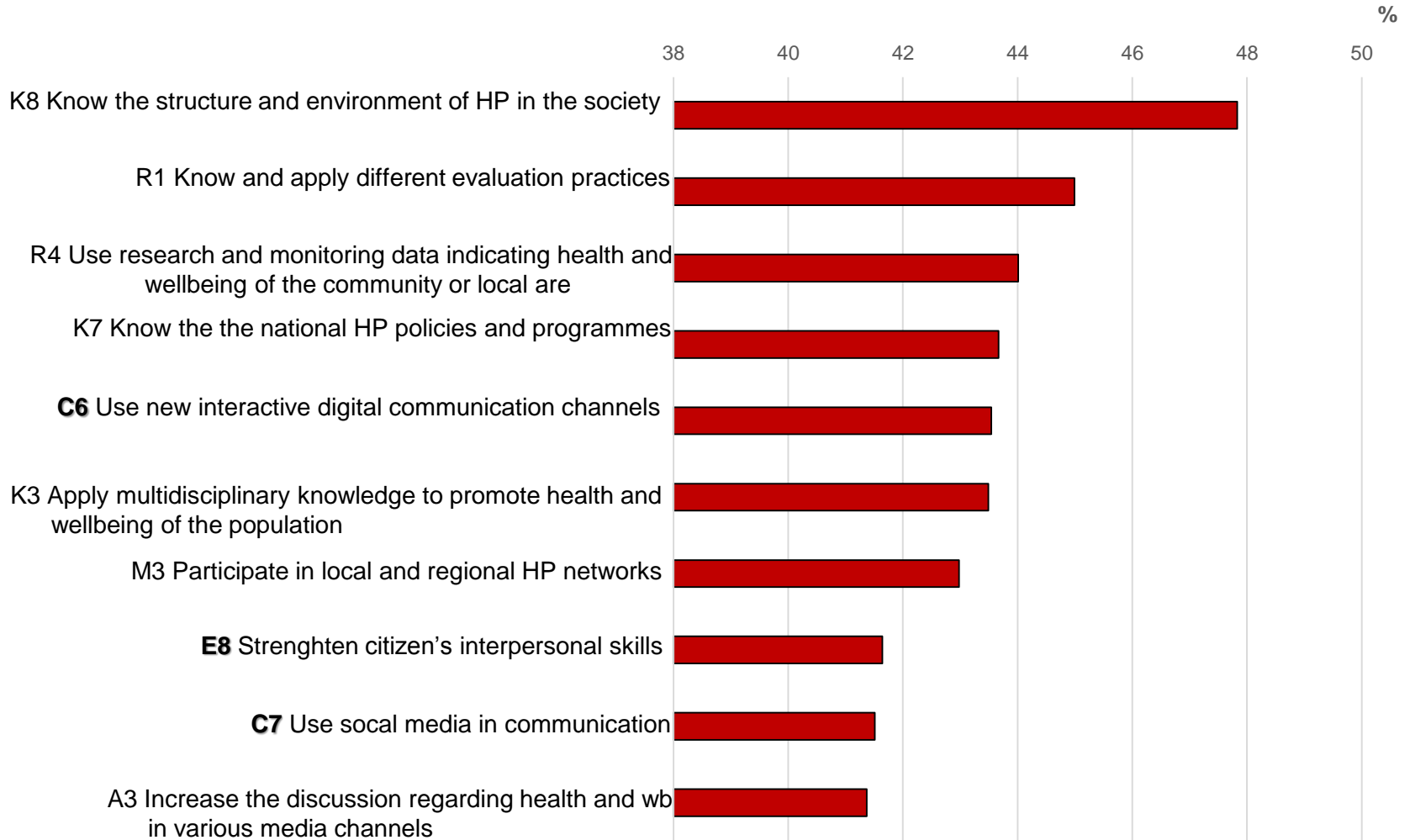
Knowledge base



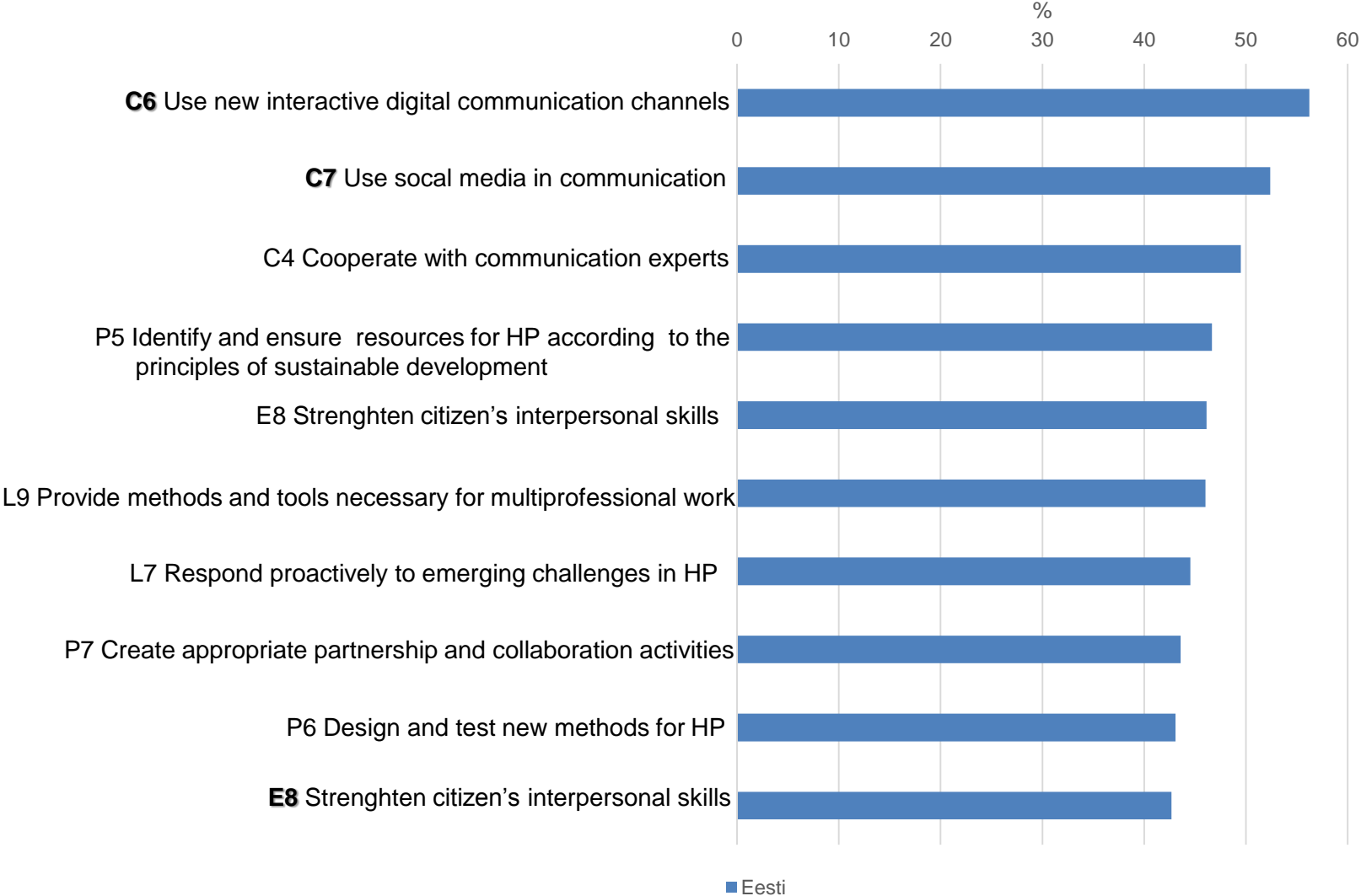
TOP 10 Essential for all competence items (77) from FI, and the corresponding results from EE, %



TOP 10 views from FI: Specific Competence - relevant for some ..



TOP 10 views from EE: Specific Competence - relevant for some ..



Conclutions

- alltohough there is an internationally shared understanding about HP theory and knowlede base
- there seems to be some national/cultural differences in the perception of professionals in relation to future HP competencies

Our shared challenge



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



We invite you to joint development.

Thank you !

