

ENGAGED Mutual Learning Workshop

Workshop report

| Workshop Title | Innovative Preventive Solutions and Evidence | | | |
|--|--|--|--|--|
| Moderator Anne Øster Hjortshøj / Martin Eklund | | | | |
| Location | Parallel session at eHealth Forum in Athens | | | |
| | Megaron Athens International Conference Centre (MAICC) | | | |
| | Leoforos Vasilissis Sofias and Kokkali 1 | | | |
| | Athens 115 21 | | | |
| | Greece | | | |
| Date | 13.05.2014 | | | |
| Time | 10:00-13:00 | | | |
| Minute Taker Martin Eklund | | | | |
| Participants | See annex | | | |









Workshop Overview

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|---------------------|--|--|--|--|
| Outline | The workshop will introduce the health promotion packages of the Danish Health and Medicines Authority to specialists in Europe and the ENGAGED community. The purpose of the health promotion packages is to give the municipalities – and regions as a whole – an evidence-informed tool to assist municipal decision-makers and health planners in setting priorities, planning and organizing local health promotion and disease prevention initiatives. | | | |
| Objectives | Based on the presentations to stimulate mutual learning by sharing knowledge and experience though group discussion focusing on the following questions: Strategies for health promotion and disease prevention: | | | |
| | Who is responsible overall for the health of citizens? To what extent should a public body or health system interfere in the lives of citizens in order to promote health and prevent disease? Is it necessary to have a strong business case before implementing health promotion and disease prevention activities? Do preventive activities need to result in economic gain? | | | |
| | Evidence for health promotion and disease prevention | | | |
| | Is it always relevant to talk about evidence in a relation to health promotion and disease prevention? What degree of evidence is needed to initiate activities for disease prevention? What is needed to – and how could we – gain more evidence on what | | | |
| | initiatives are effective in a local health promotion setting? | | | |
| Expected Outcome | A publication/report containing the discussion points from the workshop with its recommendations. Ideas of how to explore the workshop theme further within ENGAGED. | | | |

Workshop Agenda

| Time | Agenda item | | | | |
|---------------|---|--|--|--|--|
| 10:00 - 10:10 | Welcome (Anne Øster Hjortshøj, Head of Health Unit, Region Zealand) | | | | |
| 10:10 - 10:40 | Introduction to the Danish health promotion packages (Eva Michelle | | | | |
| | Burchard, Consultant, Center for Health Promotion in Practice) | | | | |
| 10:40 - 11:10 | Disease prevention in Roskilde Municipality (Mette Olander, Head of | | | | |
| | Health and Ageing, Roskilde Municipality) | | | | |
| 11:10 - 11:40 | Implementation capacity and readiness among municipalities (Teresa | | | | |
| | Friis-Holmberg, Researcher, The Danish National Institute of Public Health) | | | | |
| 11:40 - 12:00 | Coffee break | | | | |
| 12:00 - 13:00 | Group discussion: Strategies and evidence for health promotion and | | | | |
| | disease prevention | | | | |









Agenda Item Protocol

| Agenda Item name | Introduction to the Danish health promotion packages | | | |
|---|--|--|--|--|
| Speaker/Moderator | Eva Michelle Burchard, Consultant, Center for Health Promotion in Practice, Denmark | | | |
| Time | 10:10 - 10:40 | | | |
| Summary | Presentation focusing on the following issues: Danish Health Act Municipality tasks within health care Health promotion and disease prevention The health care challenges Purpose of the guidelines Evidence base Criteria for selection of recommendations Levels of intervention Examples of recommendations Challenges | | | |
| | Additional points of discussion: • Municipalities in Denmark have their own government and decision making process, which means that the health promotion packages are an offer and not legislation (no money is provided for implementation) | | | |
| Identified Links to Roadmap Streams and Items | Evidence for impact methods User involvement strategies and methodologies Business models Care and cure | | | |

| Agenda Item name | Disease prevention in Roskilde Municipality | | | |
|---------------------|--|--|--|--|
| Speaker/Moderator | Mette Olander, Head of Health and Ageing, Roskilde Municipality, Denmark | | | |
| Time | 10:40 - 11:10 | | | |
| Summary | Presentation focusing on the following issues: • Municipal responsibility in health and social care • Health promotion and disease prevention initiatives • Prevention in a broad perspective • Use of health promotion packages • Early disease detection • The wheel of observation • Rehabilitation – Help To Self-Help (HTSH) Additional points of discussion: • Danish municipalities are good in sharing effective models of health promotion – also through informal channels • There is a national initiative in Denmark to scale up local | | | |
| Identified Links to | Independent living | | | |
| Roadmap Streams and | Evidence for impact methods | | | |
| Items | User involvement strategies and methodologies | | | |









| Implementation capacity and readiness among municipalities | | | |
|---|--|--|--|
| Teresa Friis-Holmberg, Researcher, The Danish National Institute of Public Health, Denmark | | | |
| 11:10 - 11:40 | | | |
| Presentation focusing on the following issues: Implementation capacity and readiness among municipalities Mapping the implementation of Health promotion guidelines Policy & Practice Factors influencing the implementation of guidelines for health care Major dilemmas Interpreting evidence Making priorities Intersectoral complications Additional points of discussion: Regional effort to align strategies and combine health and social sector Extent to which municipalities are cross-communicating to share knowledge of what works Possibility of changing health care education as society in | | | |
| general is changing Evidence for impact methods User involvement strategies and methodologies Business models Care and cure | | | |
| | | | |

| Agenda Item name | Group discussion: Strategies and evidence for health promotion and disease prevention | | | |
|-------------------|--|--|--|--|
| Speaker/Moderator | or All / Marielle Swinkels | | | |
| Time | 12:00 - 13:00 | | | |
| Summary | The following points emerged from the group discussion: | | | |
| | Different organization of the health care system | | | |
| | In some countries General Practitioners (GPs) are privatized, whereas GPs in other countries are paid through the public health system. This has implications on the extent to which effective collaboration on health promotion and disease prevention is achieved. The Netherlands for example is privatized to a large extent with a functional reimbursement system. | | | |
| | There is a need to focus on how to reach the citizen and not to be too focused on medical discussion/terminology. | | | |
| | Responsibility for health – patients and citizens | | | |









The answer to the question depends on whether we focus on the individual patient or on citizens in society in general. It was argued that citizens should be responsible but supported by the GP.

Some countries focus on making the society healthy and reduce health inequality, which will impact and benefit society as a whole. However, it might be more difficult to target the entire society in bigger settings or countries.



Discussing whether governments should interfere in the private life of citizens to promote health, it was mentioned that citizens are much further than politicians – they want/demand health promotion and disease prevention initiatives. The term "nudging" was mentioned.

Technology revolution

Maybe we have all forgotten the technology revolution – citizens themselves should be responsible for their health and well-being themselves – GPs should be interoperable with the citizens! GPs should use an IT language

that the citizen understands.

There is a need to catch up with technology and overcome liability/validation issues. Health care technology is many years behind other sectors.



A digital monitoring system in The Netherlands was mentioned.

Change management

It became evident that in Roskilde Municipality in Denmark a large effort was put in change management and not so much on looking at new technology (though there were some initiatives).

There is a need to focus on practiced based evidence and shift away from traditional evidence based practice.

Data and evidence

The discussion centered on the fact that lots of data is collected,









but does it really result in health promoting initiatives? It is necessary to collect data on the behavior of citizens and patients, but the real challenge is to make them change behavior. Future efforts should include more behavioral science, e.g. promoting behavioral change through self-efficacy.

Ethical concerns were raised when initiatives of health promotion are implemented without solid evidence cf. the discussion of who is responsible for good health.

The MAST model, which is a model for assessment of telemedicine applications, was mentioned a proper health technology assessment with a user perspective. One participant found this model practical, simple and obvious.

Taking it further

It was mentioned that the theme of the workshop - innovative preventive solutions and evidence - is not really high up on the European agenda yet. It is a topic that could be explored further - also



within ENGAGED – to get a helicopter view on municipal and regional health promotion activities. For this reason it was suggested that we could all benefit from sharing information around this topic.

Information to be shared could focus on experience based self management of health promotion, but could also focus on how to provide evidence and what to do if you can't provide evidence.

It was suggested to take the discussion further within ENGAGED and the Coral network. Perhaps a study visit could be organized.

Identified Links to Roadmap Streams and Items

- Innovative procurement Independent living
- Interoperability and market barriers
- Evidence for impact methods
- User involvement strategies and methodologies
- Business models Care and Cure

THE DANISH HEALTH PROMOTION PACKAGES

More information can be found here:

http://sundhedsstyrelsen.dk/publ/Publ2014/01jan/HealthPromoPackDK3edit.pdf









ANNEX: PARTICIPANTS

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