

European Strategies in Education & Training in Health Promotion

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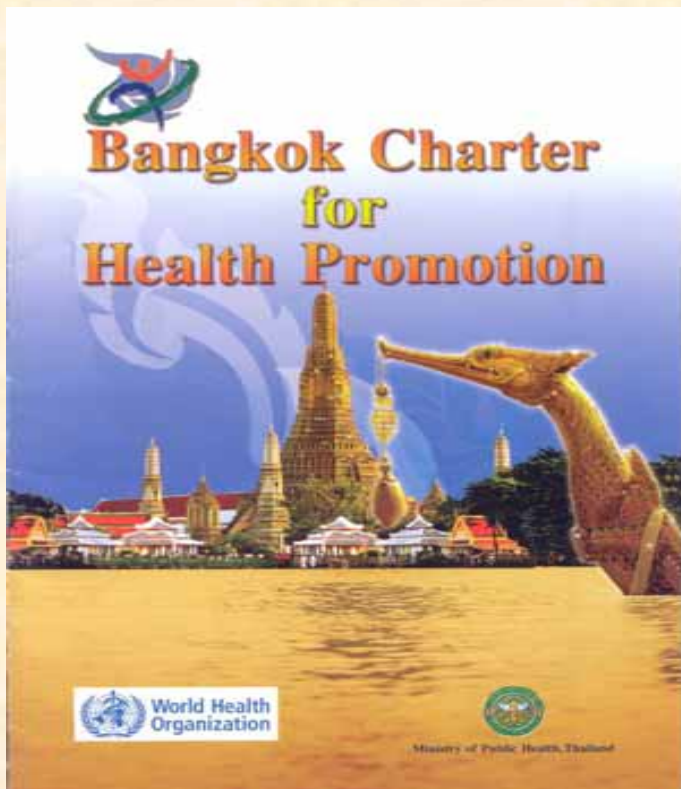
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Presentation Outline

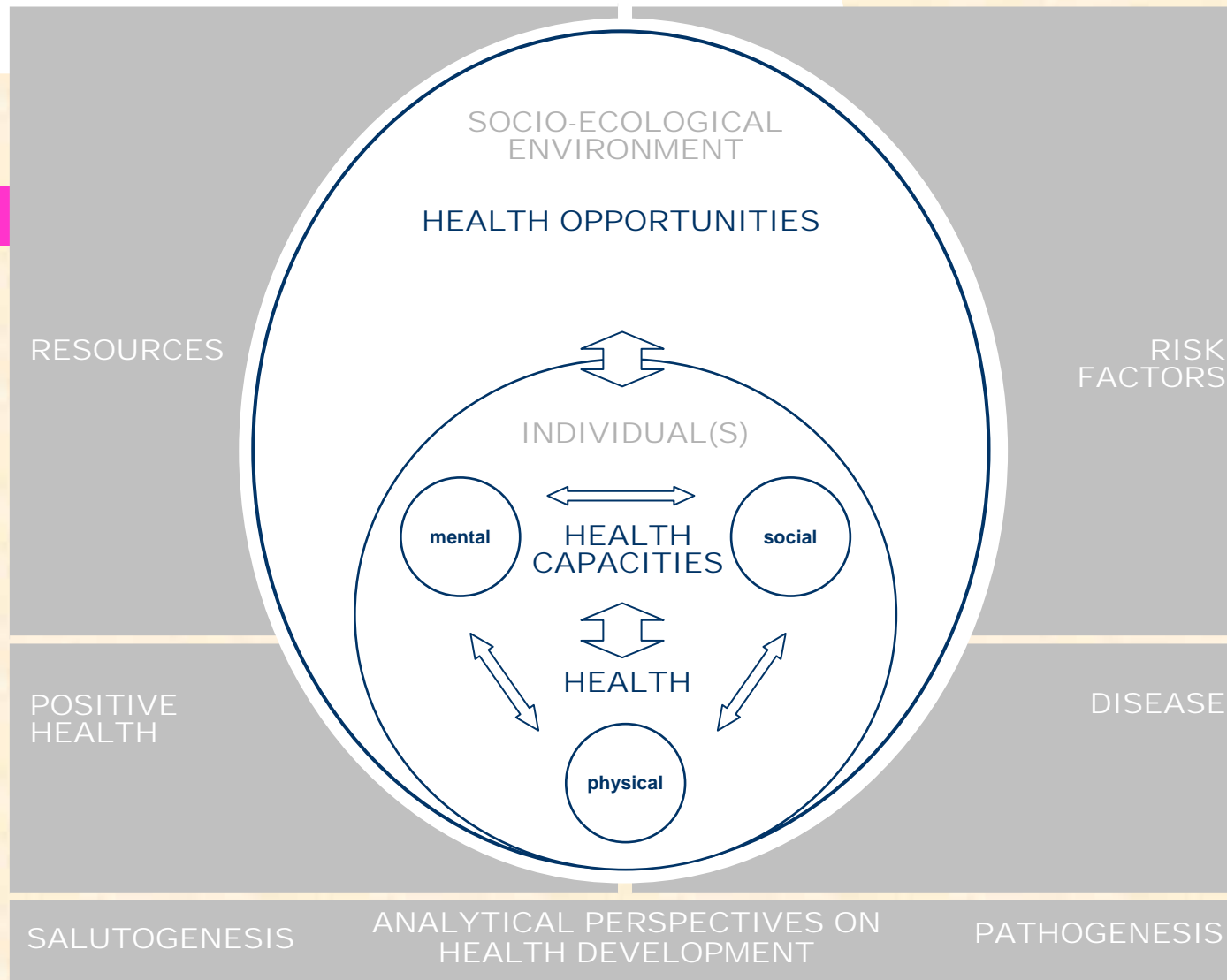
- Health development and the role of health promotion
- Rapid growth in influence of Europe
- EUMAHP
- European Dimension of Health Promotion
- PHETICE
- European links with Canadian universities
- Contribution of the IUHPE European Region

WHO 7th Global Conference on Health Promotion, Bangkok, August 2005

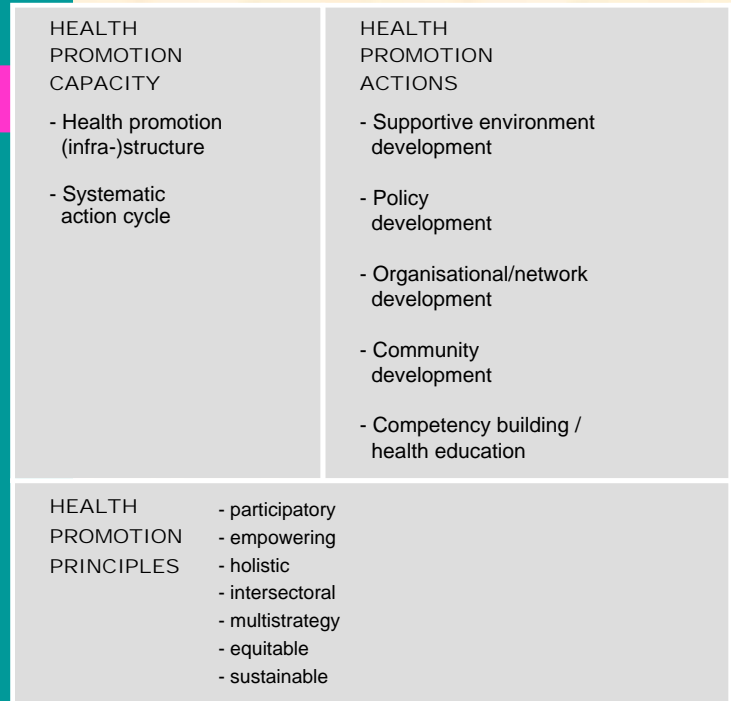


“Health must be placed at the centre of development and the active participation of civil society is crucial in this process”

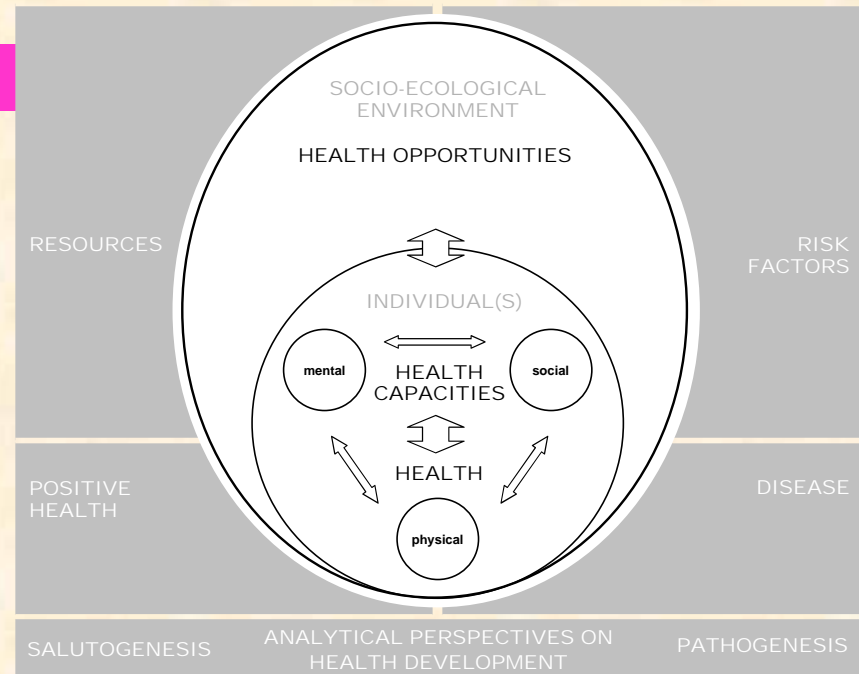
EUHPID HEALTH DEVELOPMENT MODEL (HP Outcome indicators)



EUHPID HEALTH PROMOTION MODEL



HEALTH PROMOTION
(HP Structure & Process indicators)



HEALTH DEVELOPMENT
(HP Outcome indicators)

Growth of European Influence

- Maastricht & Amsterdam Treaties
 - European dimension in health & education
- European Higher Education Area – by 2010
- Higher Education
 - Mobility, employability, Europeanisation
- Alignment of Higher Education Qualifications – in education & research

Openness & Civil Society

- Vision linking social justice, participation, empowerment and equity for all
- European Health Policy Forum
 - Open Forum/European Health Day
 - Virtual Forum
- European Constitutional Treaty
 - Informal mechanisms for EU action on health

Enabling Good Health for All

- Vision statement for health in 2010
- Reflection process for new EU strategy
- Good health = driver of economic growth & sustainable development
- Shift from ill health treatment to health promotion
- Synergy in healthy public policy

Public Health & Europe

- EU competence in public health
- 1996-2002 Action Programme in Health Promotion – 8 vertical programmes
- 2003-2008 EU Public Health Programme
- 2007-2013 Programme of Community Action in field of Health and Consumer Protection

Higher Education & Europe

- Bologna Declaration 1999
- Alignment of Qualifications in 38 countries
 - System of comparable degrees (UG/PG)
 - ECTS credits
 - Encouraging mobility of students & staff
 - Promotion of European co-operation in QA
- Promotion of European Dimension

What is EUMAHP?

- The European Masters in Health Promotion Programme
- Sustainable approach
- To raise the standards of Post-Graduate Health Promotion Education & Training
- Meet training requirements where opportunities are limited and/or underdeveloped
- See www.eumahp.org/

The EUMAHP Programme

- Funded by EC (DG SANCO) 1998-2004
 - Dedicated post-graduate core curriculum in countries of Europe*
 - Benchmarking to improve present PG training and meeting training needs
- * See Davies, JK (2003) Expanding European Perspectives on Health Promotion, *Health Education Journal* Vol 62, No 2 pp 125-132

European Dimension of Health Promotion

- Student self-directed learning experience of European dimension in practice
- Develop student's own perceptions of social, cultural, political diversities and commonalities within health promotion
- Practical examples: Health Promotion Summer Courses with ETC - Lisbon 2006 see www.summerschool2006.net/
- Planning for sustainability: 'Training the Trainers'
- Flexible and comprehensive teaching pack & support
- Course expansion: Satellite courses

The PHETICE Project

- Public Health Education and Training in an Expanding Europe 2005-2008
- 5 partners – Karolinska (Sweden), Brighton (UK), Mainz (Germany), Amsterdam (Netherlands), ASPHER (France)
- To contribute to European strategy in health promotion and public health – building synergy within European programmes

Public Health Training and Education In an Enlarging Europe (PHETICE)

- EC Public Health Programme -Health Determinants Strand
- 2005-2008
- 5 partners Karolinska Institutet, Stockholm (coordinator), University of Brighton, UK; Johannes Gutenberg-Universitat, Mainz; Vrije Universiteit, Amsterdam; ASPHER, Paris
- Independent; large range of European Masters initiatives (health promotion, nutrition, gerontology; epidemiology, public health); expression of new health panorama in Europe; previously rare opportunity; shared ideology- Ottawa Charter
- See www.brighton.ac.uk/health/ihdrc/

Specific objectives of PHETICE

1. To contribute to European strategy in HP/PH training; build on existing programmes; identify commonalities, synergies
2. To identify and integrate educational institutions from new MS into European programmes
3. To develop an understanding of core competencies of professionals within specialist areas, through networking and collaboration with relevant projects and institutions
4. To develop European professional and academic standards – link Bologna; quality control; joint degrees

Objectives of PHETICE

5. To further develop methods for public health training and integrate areas of inequality, health monitoring and best practice
6. To publish and disseminate guidelines for HP/PH specialist training in Europe
7. To increase access to evidence-based education and information for European HP/PH practitioners, and thereby European citizens

EU-Canada Link on Health Promotion (CEIHPAL Project)

- Create a sustainable international resource for advanced study and leadership development in the field of health promotion that is available by E-Learning
- Develop an international core curriculum and set of common learning resources (e.g., health promotion research issues and methods), that will enhance the existing Masters and PhD programmes
- Negotiate and develop a format for collaboration in delivery and student interaction
- Ensure that all students complete core courses before engaging in an exchange. See www.hp-int.org/



IUHPE

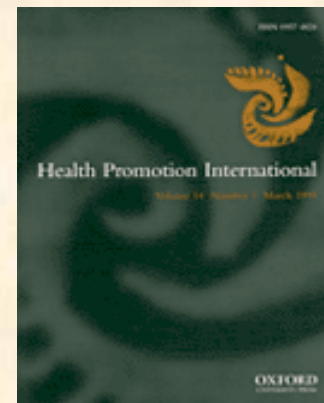
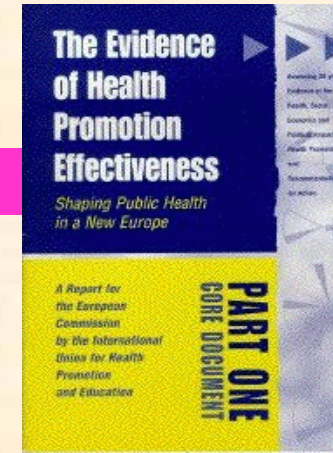
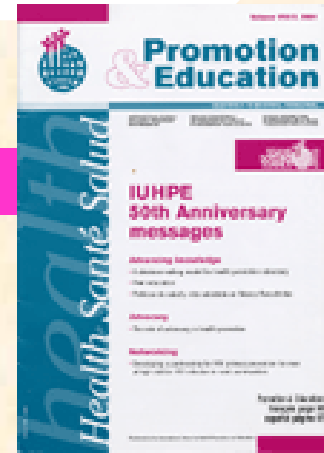
www.iuhpe.org

International Union for Health Promotion and Education

- Principal global NGO and professional association for health promotion & education
- Founded in 1951 with HQ in Paris
- 7 Regional Offices with over 2,000 members in over 90 countries
- European Region – members in 35 countries
- Free exchange of ideas, knowledge, technical skills, experience & collaborative projects

Communications

- *Promotion & Education*
- *Health Education Research*
- *Health Promotion International*
- *Reviews of Health Promotion & Education Online*
- *The Evidence of Health Promotion Effectiveness: Shaping Public Health in a New Europe*



European Regional Priorities: Capacity-building for Health Promotion

- Networking & partnership building
 - Through national and regional infra-structures
 - IUHPE Collaborating Centres
 - Project development
- Targeted strategic investment
 - European conferences & workshops
- Professional standards & accreditation
 - Competencies; Pan-European accreditation system

IUHPE Education & Training

- Euro-Regional Sub-Committee on Professional Standards and Accreditation
- Education & Training Programmes – Collaborating Centres
- EUMAHP Consortium & Secretariat
- Conferences – 7th IUHPE European Conference on Health Promotion & Education, 18-21 October 2006 Budapest – see www.Equityinhealth2006.hu/



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