



Implementing health promotion in hospitals:

Manual and self-assessment forms

Edited by:
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Division of Country Health Systems
WHO Regional Office for Europe



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1. Introduction

The role of health promotion in hospitals is changing. It is no longer restricted to providing additional lifestyle-related information to the patient after the clinical procedures have been completed. Health promotion is becoming an integral part of the health care process and is related to clinical, educational, behavioural, and organizational issues¹. In order to improve the quality of care for patients with chronic diseases and long-term conditions, health promotion activities in hospitals need to become better embedded in the larger health systems framework. With the expanded scope of health promotion activities, questions are raised regarding the quality assessment and improvement of these activities.

Among the prominent tools to improve quality in health care, such as professionally consented guidelines, standards and performance indicators, there is little focus on health promotion issues. We therefore developed a self-assessment tool for health promotion in hospitals that addresses the following issues: the hospitals' management policy; the patients' assessment with regard to risk factors and health needs, patients' health promotion information and -intervention; promoting a healthy workplace and continuity and cooperation of the hospital with other health, social and informal care providers².

This document provides a self-standing tool to assess, monitor and improve health promotion activities in hospitals. It is based on two complementary approaches of quality assessment: **standards**, expressing professionally consented statements on health care structures or processes that should be in place and **indicators**, addressing health care processes and outcomes and providing a quantitative tool to assess variations in performance over time or between institutions. In detail, this document should facilitate: assessing health promotion activities in hospitals; developing the capacity of health care organizations in improving health promotion activities; formulating recommendations for the improvement of health promotion activities in hospitals; involving all professionals and the patient in improving health promotion activities; improving the coordination of care with other providers of care;

1. Groene O, Garcia-Barbero M. eds. Health promotion in hospitals. Evidence and quality management. Copenhagen, WHO Regional Office for Europe, 2005 (<http://www.euro.who.int/document/E86220.pdf>, accessed 08 May 2006).

2. Standards for Health Promotion in Hospitals. Copenhagen, WHO Regional Office for Europe, 2003 (<http://www.euro.who.int/document/e82490.pdf>, accessed 08 May 2006).

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