

Health-Promoting Hospitals: *Popular in Europe; Why not in Canada?*

Post Interventional Unit Rooms 316 - 325

Ross Graham, MSc CHE



University
of Victoria



Government
of Canada

Gouvernement
du Canada

A NEW PERSPECTIVE ON THE HEALTH OF CANADIANS

a working document

Marc Lalonde

Minister of National Health and Welfare



1974



WHAT MAKES CANADIANS SICK?

50%

YOUR LIFE

- INCOME
- EARLY CHILDHOOD DEVELOPMENT
- DISABILITY
- EDUCATION
- SOCIAL EXCLUSION
- SOCIAL SAFETY NET
- GENDER
- EMPLOYMENT/WORKING CONDITIONS
- RACE
- ABORIGINAL STATUS
- SAFE AND NUTRITIOUS FOOD
- HOUSING/HOMELESSNESS
- COMMUNITY BELONGING

25%

YOUR HEALTH CARE

- ACCESS TO HEALTH CARE
- HEALTH CARE SYSTEM
- WAIT TIMES

15%

YOUR BIOLOGY

- BIOLOGY
- GENETICS

10%

YOUR ENVIRONMENT

- AIR QUALITY
- CIVIC INFRASTRUCTURE



THESE ARE CANADA'S SOCIAL DETERMINANTS OF HEALTH #SDOH

Wealth = Health

Postal code >
Genetic code

More Healthcare ≠
More Health

A tale of two cities

The Golden Horseshoe is a study in contrasts, with Hamilton's lower city posting one of the highest urban teen mother rates in the province while neighbouring Burlington has one of the lowest.

The core of the problem

Hamilton neighbourhoods where at least 10% of all mothers are teenagers



The Orchard

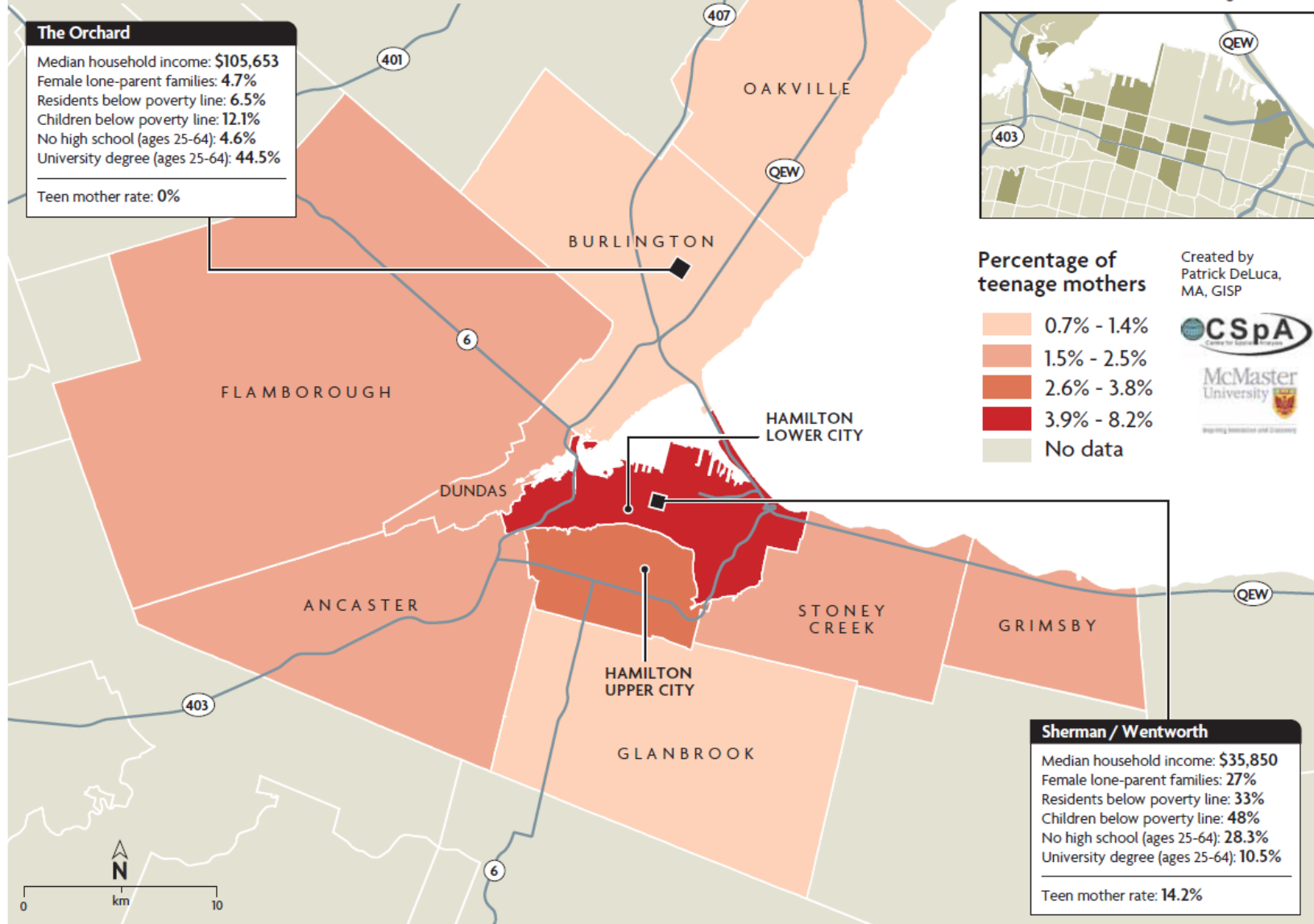
Median household income: **\$105,653**
 Female lone-parent families: **4.7%**
 Residents below poverty line: **6.5%**
 Children below poverty line: **12.1%**
 No high school (ages 25-64): **4.6%**
 University degree (ages 25-64): **44.5%**

Teen mother rate: **0%**

Percentage of teenage mothers

- 0.7% - 1.4%
- 1.5% - 2.5%
- 2.6% - 3.8%
- 3.9% - 8.2%
- No data

Created by
 Patrick DeLuca,
 MA, GISP



Sherman / Wentworth

Median household income: **\$35,850**
 Female lone-parent families: **27%**
 Residents below poverty line: **33%**
 Children below poverty line: **48%**
 No high school (ages 25-64): **28.3%**
 University degree (ages 25-64): **10.5%**

Teen mother rate: **14.2%**

The Conundrum

	SDoH	Healthcare
Need/Impact	High	Medium
ROI (long term)	High	Low
ROI (Short term)	Low	High
Public Interest	Low	High
Spending	Low (5%)	High (95%)

- Spending disproportionate with need/impact
- Care is important
 - We all want care when we need it
- So what to do...



World Health Organization
Organisation mondiale de la Santé



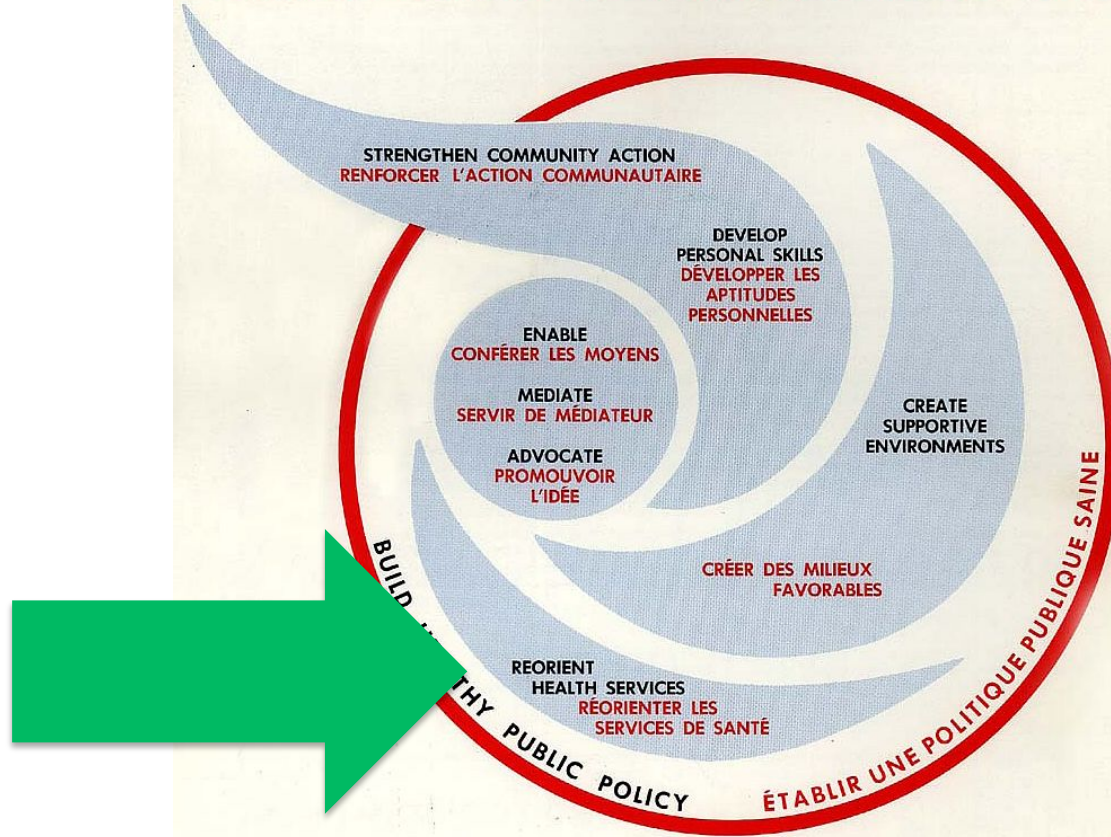
Health and Welfare
Canada
Santé et Bien-être social
Canada



Canadian Public
Health Association
Association canadienne
de santé publique

OTTAWA CHARTER FOR HEALTH PROMOTION

CHARTRE D'OTTAWA POUR LA PROMOTION DE LA SANTÉ



AN INTERNATIONAL CONFERENCE
ON HEALTH PROMOTION
The move towards a new public health

November 17-21, 1986 Ottawa, Ontario, Canada

UNE CONFÉRENCE INTERNATIONALE
POUR LA PROMOTION DE LA SANTÉ
Vers une nouvelle santé publique

17-21 novembre 1986 Ottawa (Ontario) Canada

A hospital should be...

Pre-1986	Post-1986
<ul style="list-style-type: none">• Illness and injury treatment• Medical education• Medical Research	<ul style="list-style-type: none">• a healing environment• a healthy place to work• should not harm the environment• should contribute to and be a source of health in the community

(Hancock, 1999)

Beginning of the HPH Movement

~30 years later...

- Coordinating Centre (DK)
 - WHO Region for Europe
- >40 Network
- >800 Hospitals
- Growing interest

- ~ 1 network
- ~ 1-5 hospitals
- Waning interest





News from the International HPH Network

Health Promoting Hospitals in Canada: a Proud Past, an Uncertain Future

Ross Graham¹, Jennifer A Boyko², Shannon L Sibbald^{2,3}



Health and Welfare Canada
Santé et Bien-être social Canada

A
GUIDE
FOR

HEALTH
PROMOTION

BY
HEALTH CARE
FACILITIES

Canada

National Survey

- Hospitals saw HP as key role
- But, no funding

National Working Group

- Unfortunately, few incentives to encourage HPH and ensure its success

Hospital Attitude:

- *“let somebody else do it; we already have too much to do!”*

Since then....

- 1995: HP accreditation standard developed
- 1996: Wellness Institute @ Seven Oaks General Hospital
- 2005: Montréal HPH Network founded
- 2008: Ontario HPH Network founded (*now defunct*)
- 2012: Québec HPH Network founded (*on the ropes*)



QUEBEC NETWORK
OF HEALTH PROMOTING
INSTITUTIONS



ONTARIO

HEALTH PROMOTING HOSPITALS
& HEALTH SERVICES NETWORK

Implementing health promotion in hospitals:



EUROPE

Division of Country Health Systems
WHO Regional Office for Europe

EU Approach

- WHO Regional Coordinating Centre
 - Vienna, now Copenhagen
- WHO-initiated hospital pilot project (1993-97)
 - N=20 hospitals (11 EU countries)
- Extensive research
 - Linkages to quality, professions, populations

Comparison

Canada	EU
<ul style="list-style-type: none">• Voluntary	<ul style="list-style-type: none">• Voluntary
<ul style="list-style-type: none">• Aggressive start	<ul style="list-style-type: none">• Slow start (pilot)
<ul style="list-style-type: none">• Limited networks	<ul style="list-style-type: none">• Extensive networks
<ul style="list-style-type: none">• Limited research	<ul style="list-style-type: none">• Extensive research



**SEVEN
OAKS**

General Hospital

Seven Oaks General Hospital

- ½ hospital ½ wellness institute
- Only CDN hospital compliant w/ WHO Standards
- “We’re known internationally, and unknown in Canada” – Wellness Institute CEO

Thank you!
Questions?

jrgraham@uvic.ca