

Showcase from South Denmark



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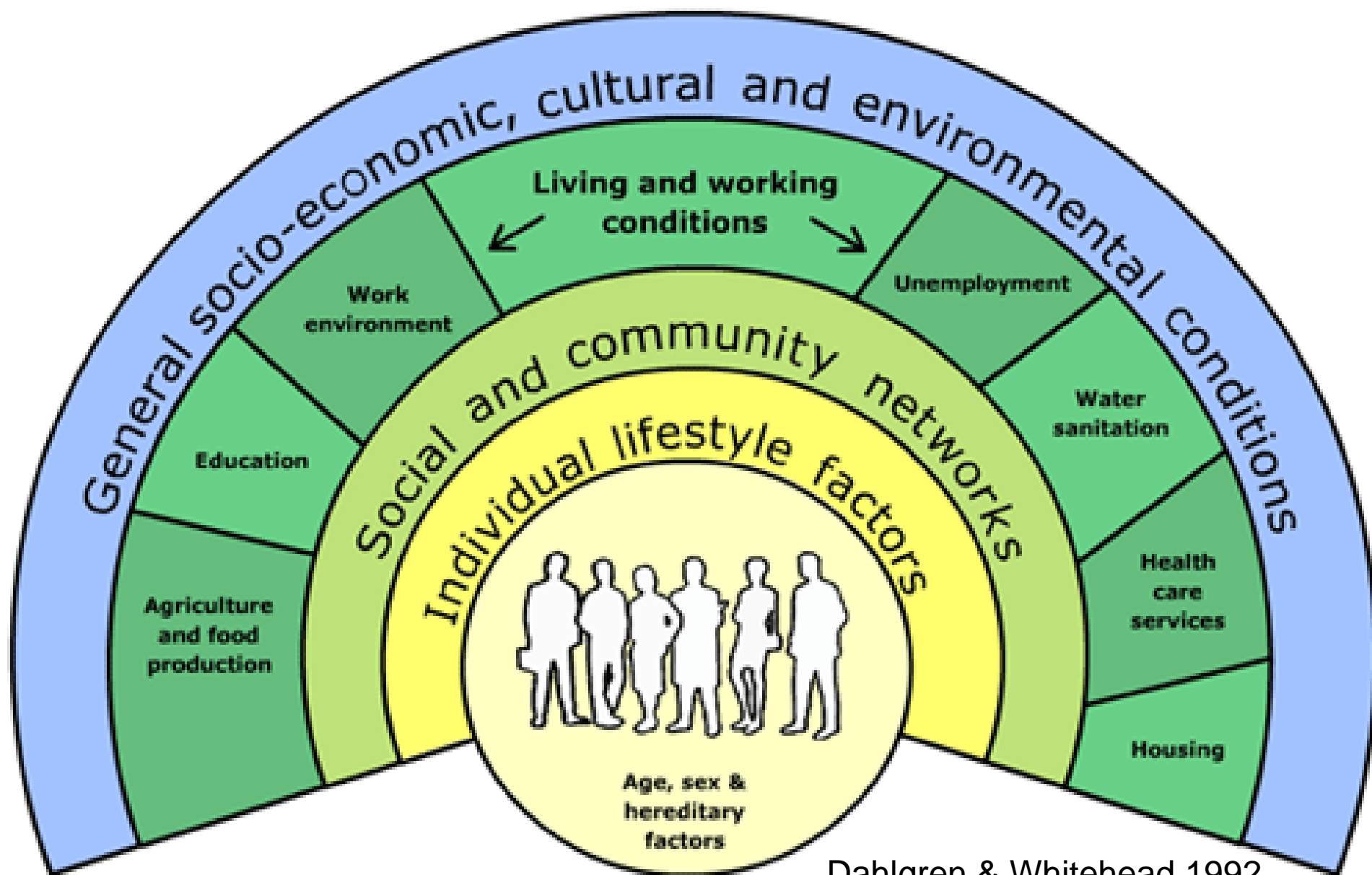
The Region of Southern Denmark



Objective

*Implementation of
health promotion strategies
across municipal departments*

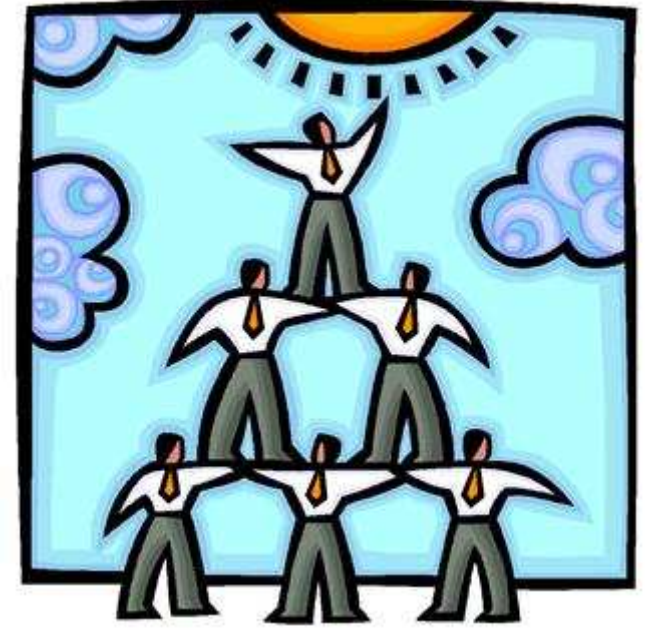
The Main Determinants of Health



Dahlgren & Whitehead 1992

Organisation of health care

- Health care a shared responsibility between regions and municipalities
- Municipalities the relevant administrative body in relation to developing and implementing health strategies concerning public health issues



The Region of Southern Denmark



- 1.200.000 inhabitants
- 12.200 km²
- 22 municipalities

Successful interdepartmental health approach

- Priorities at the political and management levels
- The resources available for the task
- A professional staff
- Effective coordination systems



...and:

Implementation of preventative measures across municipal departments

Implementation of health strategies

A complex challenge comprising:

- Involving the political stratum and top management
- Different departments; different agendas
- Involving operational staff
- Strengthening knowledge, skills and competencies
- Ensuring communication
- Human resistance to change

OVERWHELMING!?



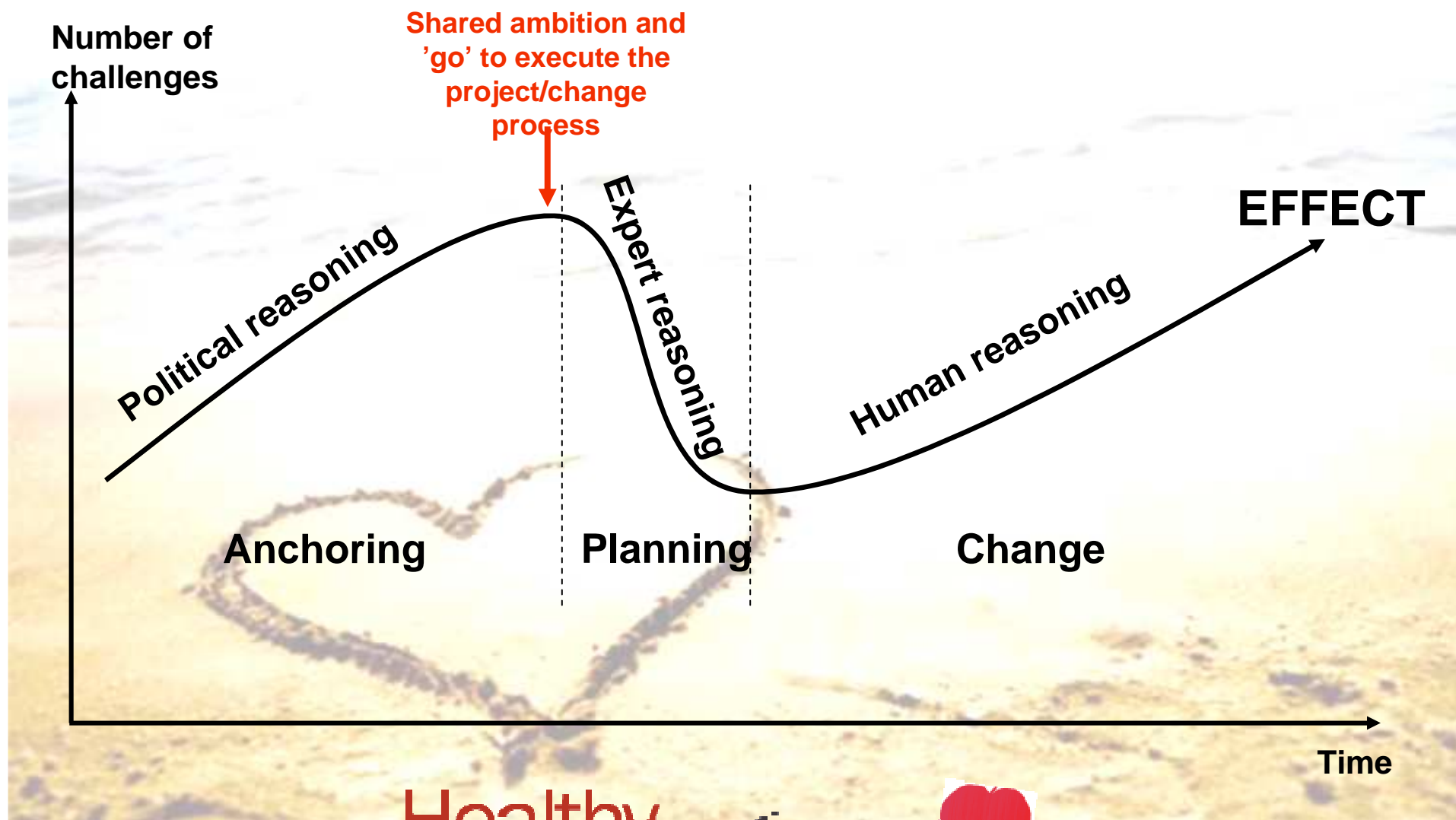
Implementation of health strategies

An interdepartmental preventative approach

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A project of organisational change

Phases in processes of change



UC South Denmark

University of
applied science

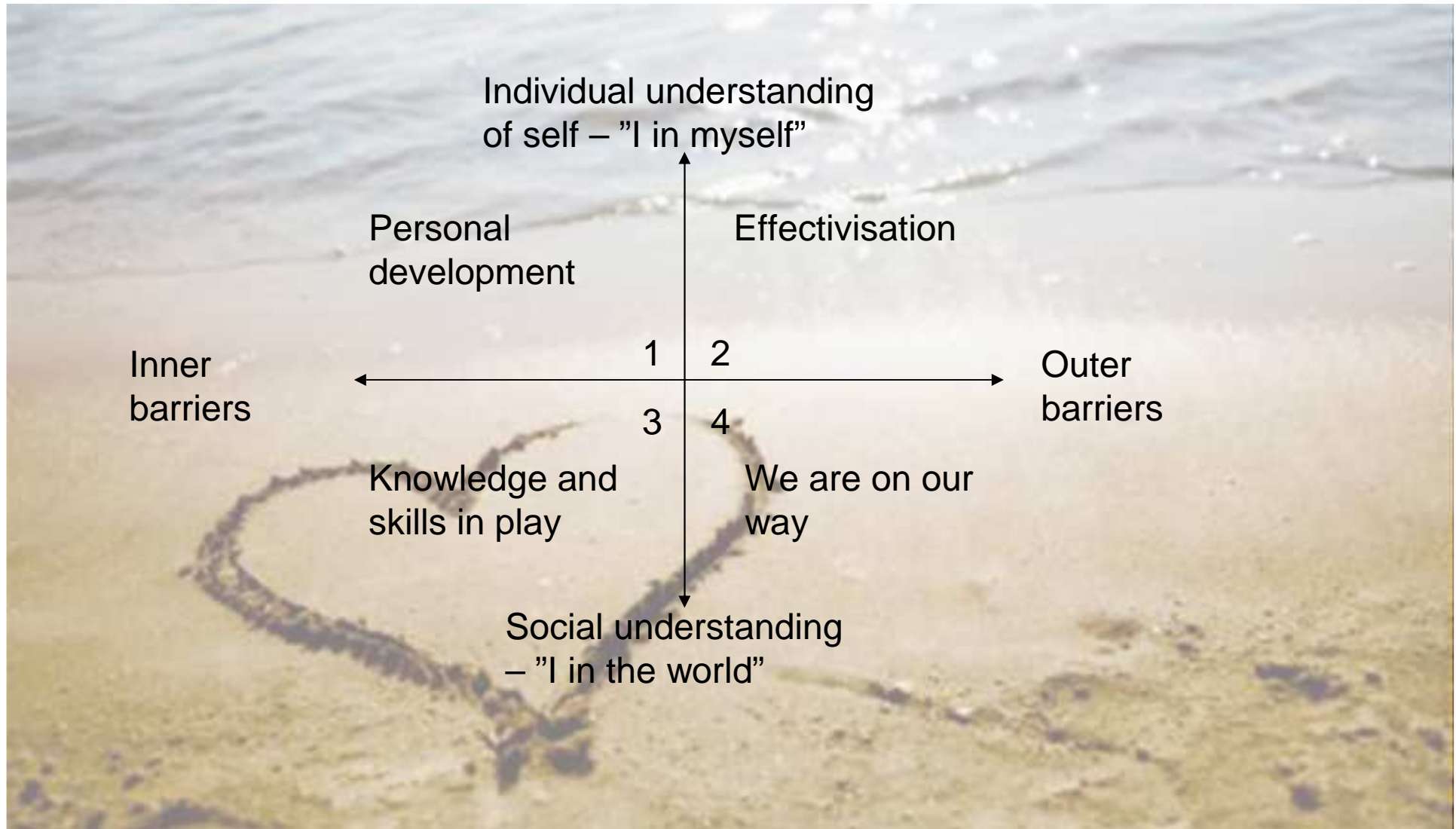


Bachelor degrees

Further education, ie
diplomastudies

Consultant's work
Research

Consultant's model



Health Promotion

Billund

Focus on staff

**Training of health ambassadors
in order to implement the
project**

**Both top down and bottom up
strategies**

**Health promotion in the daily
work**

Involvement of students

Willy's Worrying World

www.hvembestemmerinfremtid.dk

**For further
information**

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of our local
specialities**

Thank you!



