

THIRD MEETING GRUNDTVIG LEARNING PARTNERSHIP

12th and 13th of November 2012, Zurich

FLIPCHART DOCUMENTATION



MINI-LAB + QUESTIONS

- ① "HEALTH INFORMATION (PRINT/ONLINE) IS USEFUL TO ... " " ... NEEDED FOR ... "
- ② "CONCERNING HEALTH INFORMATION IT CAN BE CHALLENGING/DIFFICULT THAT ... "

QUESTIONS

- ③ " USEFUL WEB-TOOLS ARE ... " or "WEB TOOLS I WOULD RECOMMEND ... "
- ④ "A PARTICULAR HEALTH INFORMATION IS RELEVANT/RELIABLE WHEN ... "

QUESTIONS

③ "USEFUL WEB-TOOLS ARE..." or
"WEB TOOLS I WOULD RECOMMEND..."

④ "A PARTICULAR HEALTH INFORMATION IS RELEVANT/RELIABLE WHEN..."

CHALLENGES

- changing recommendations
- hidden agenda of producers which could be good or bad
- information is not enough – you also need structural changes/rules
e.g. non smoking ~~bags~~ laws less candy in supermarkets
- provoking demands ^{eg.} → ask for drugs which are not well evaluated
- ⇒ ^{differentiation} discrimination between high quality and bad information hard for users
- overload of information could provoke insecurity / overwhelming
- information does not automatically lead to action
- LOW LEVELS OF TASK HL

Web tools ③

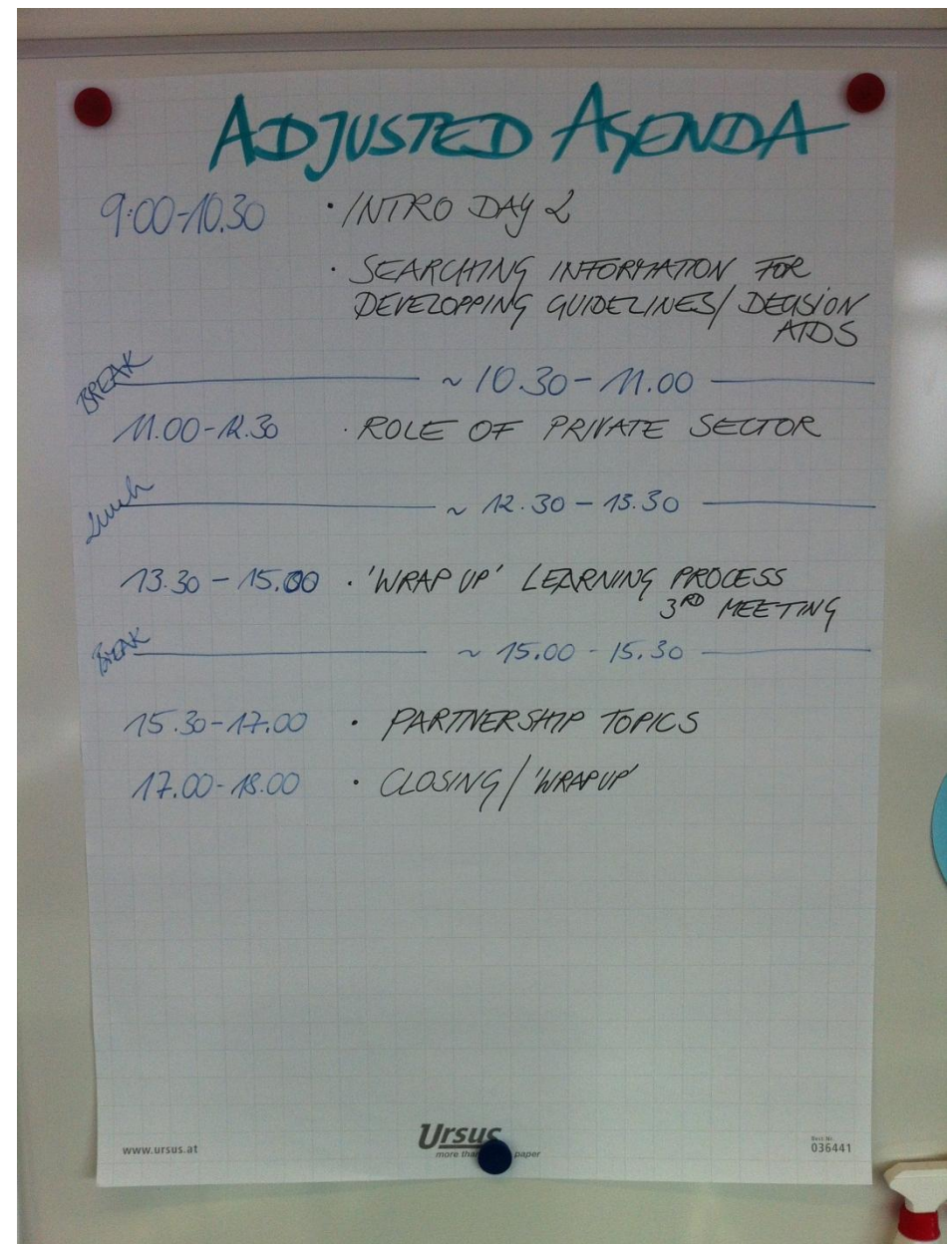
- create easy access / but exclusion as well
- easy to update
- hidden agenda as a challenge
- enables interactivity
- transparency and quality
- good way to push — ~~push~~ function → for the "goods" and the "bads"
- need for ^{topic} target group specific tools

RELIABILITY/RELEVANCE ④

- the more basic the more understandable and reliable it is
- ↑ options / solutions ⇒ ↑ reliability
- depends on the provider if it is reliable
- relevancy depends on the user
- evidence / evidence based is a huge discussion
- HON - Code
- if information is relevant depends on the purpose (awareness, action, interaction) and the target group
• the stage of your health (prevention, treatment...)
- sex and gender should be included
patients benefits
effects on daily life

NEW APPS

- STRESS MANAGEMENT
- MEDICATION - 4 -
- PHYSICAL ACTIVITY
- NUTRITION - WEIGHT MANAGEMENT
- CONTRACEPTION
- SCREENING / TESTING - APP
- LIFESTYLE OF OLDER PEOPLE
- SMOKING



GROUP ACTIVITY

"ROLE OF PRIVATE SECTOR"

STEP I

- ① READ QUESTIONS
- ② SHOW YOUR POSITION
- ③ STATE YOUR VIEW

!  FLIP-CHART DOCUMENTATION

STEP II

OPEN DISCUSSION

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QUESTIONS

"ROLE OF PRIVATE SECTOR"

- ① CAN PRIVATE SECTOR (PHARMA/H-PROT) CONTRIBUTE TO RELIABLE HEALTH INFORMATION?
- ②

IF YES - WHY?	} 1-2 BRIEF STATEMENTS
IF NO - WHY?	

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Yes! Private sector can contribute to reliable h. information.

- ▷ use the private sector to get somewhere
- ▷ 'money ante' could provide tools; (2x)
- ▷ setting goals by governmental / independent organizations
- ▷ Who contributes more to health - government or private sector?
- ▷ balanced way / collaboration needed; rules necessary
- ▷ "future is all private"
- ▷ private sector does contribute → legal framework with standards can contribute to reliable health information
- ▷ no alternative
- ▷ independent research also biased
- ▷ enables patient organization activities
- ▷ good methods!?

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No! Private sector can contribute to reliable HI.

- ▷ Money controls communication 2x
- ▷ goal = different ⇒ health or money
- ▷ biased results of studies because of pharmaceutical financing (unpublished findings; biased conclusions)
- ▷ vested interests + outcomes
- ▷ Corporate social responsibility may be only for image purposes; "hidden agenda"
- ▷ taxes should be paid as resource for health information
- ▷ do not alter too much with liberal market
- ▷ (2) Can public sector produce reliable health information?
- ▷ content is not everything - context also is relevant

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Neither
NOR

private sector can/can't contribute
to reliable health information

- information is a product + needed for transparency
- obliged to give more + more information on product / findings
- depends on the conditions → when private sector can contribute
- depends on the structure → when it works
- content shouldn't be distorted
- transparency (lack of...) → needed

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What do we need to take with us?

to remember

- Simple answers do not work
we need multiple solutions
("new drugs" are simple solutions)
- Can the public give reliable H.I.?
 - advocate for public funds for pat. Eng.
- pat. org fight for their own disease (info biased)
- importance of transparency
 - agenda of the information give provide
 - financing
- Mindshift in academia on bias, publications (many ~~pubs~~ not published)
public studies are esp.
- health literacy of private sector
differentiate between public
health, prof. patients, clients

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- profound debate on disease mongering (ex. osteoporosis)
 - what is a disease?
 - function and effects of calling something a disease
- Structure and strategies of pharmaceutical industry
 - Health Action International HAI and other strong stakeholders, in the health care market
 - e.g. diagnostic tests industry

⇒ we take these into the next meeting: strategies

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Nudging

Analogy:

Think of a menu card at the restaurant.

Nudging:

- not ^{change} prices
- not ^{change} the food

→ Out: Layout, Pictures . . .

§

People choose for them self

Take home message

- broad european picture of HL
colourful
 - no common definition
- filled toolbox in context of HL and methods
- translate baby APP to Italy
- concrete examples of cases / tools
needed for discussion
- question: what is reliable information?
- think of HL of
 - professionals
 - health authorities
 - other actors (private)
 - patients
- lot of different producers of HL
 - patient groups (expert driven
patient driven)
 - bottom up
 - top down
 - private / public
 - ...
- to work on a common project in the future

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Methods

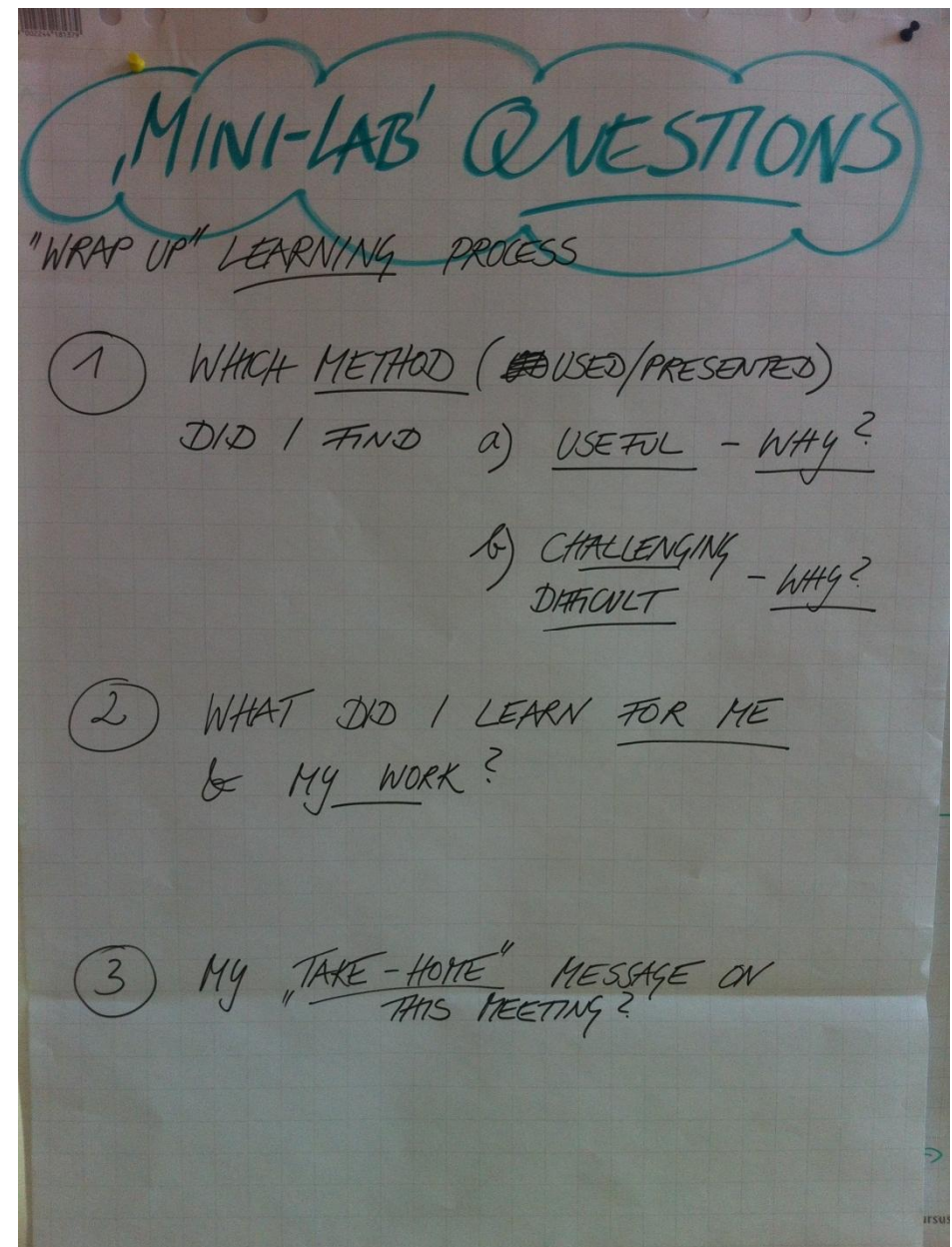
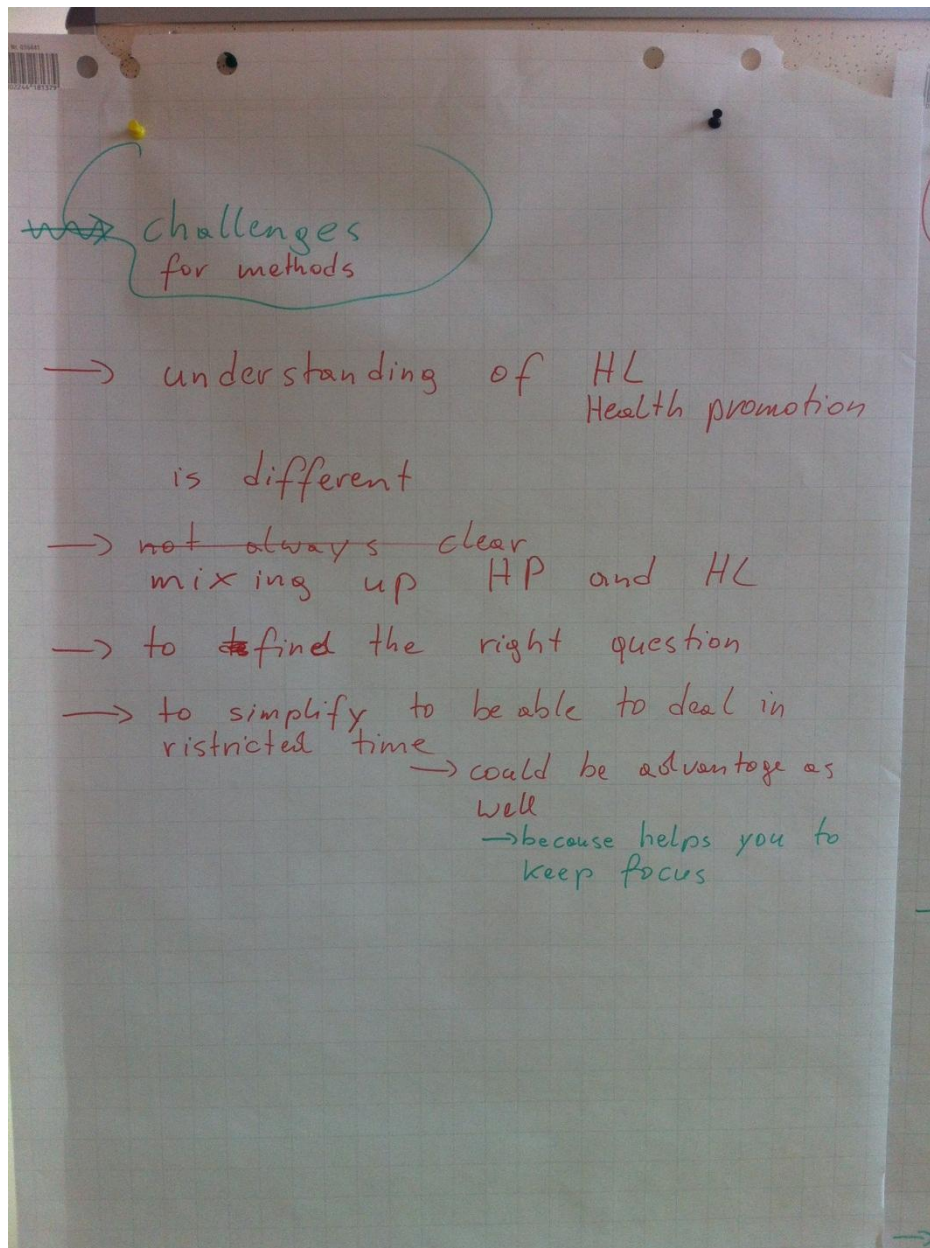
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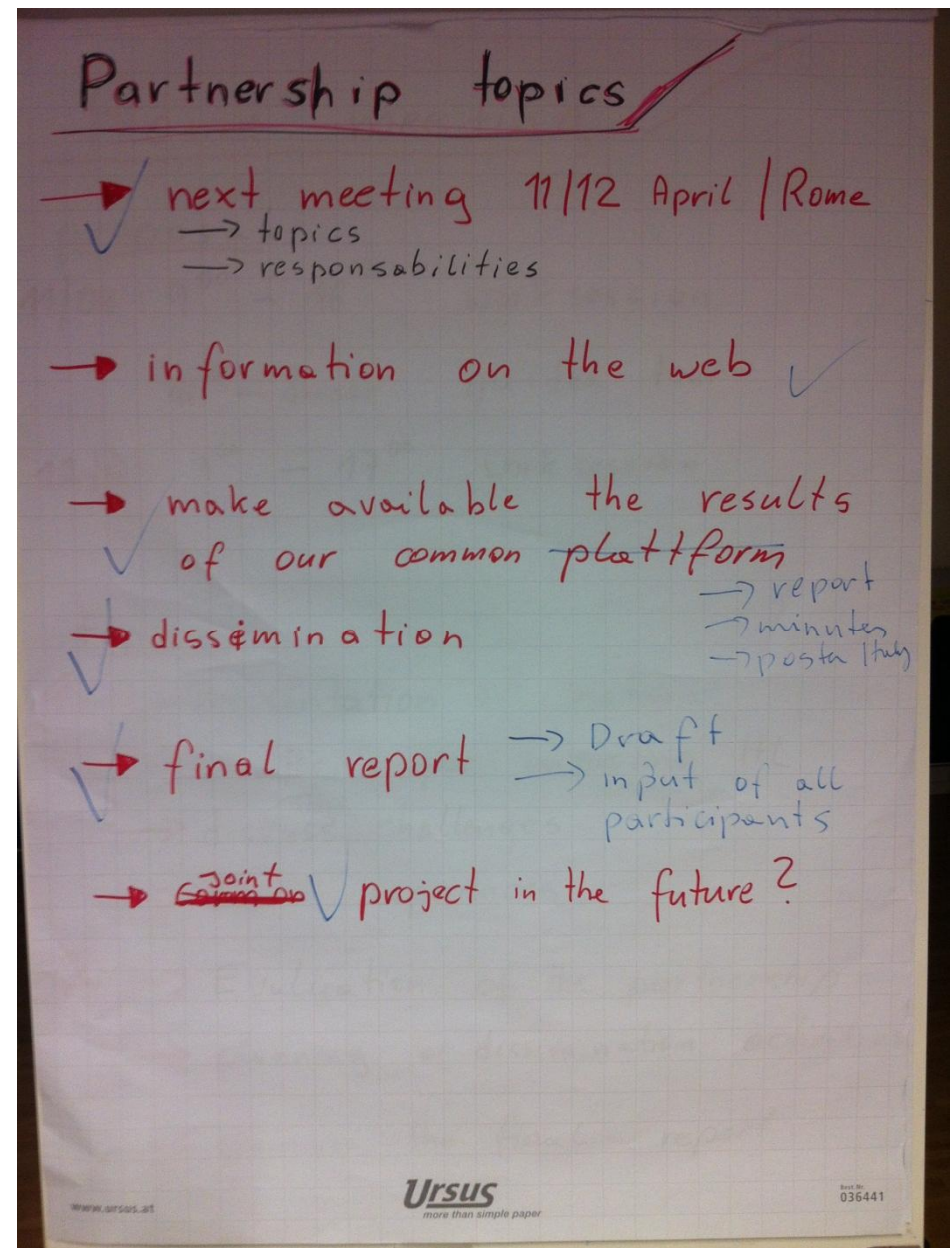
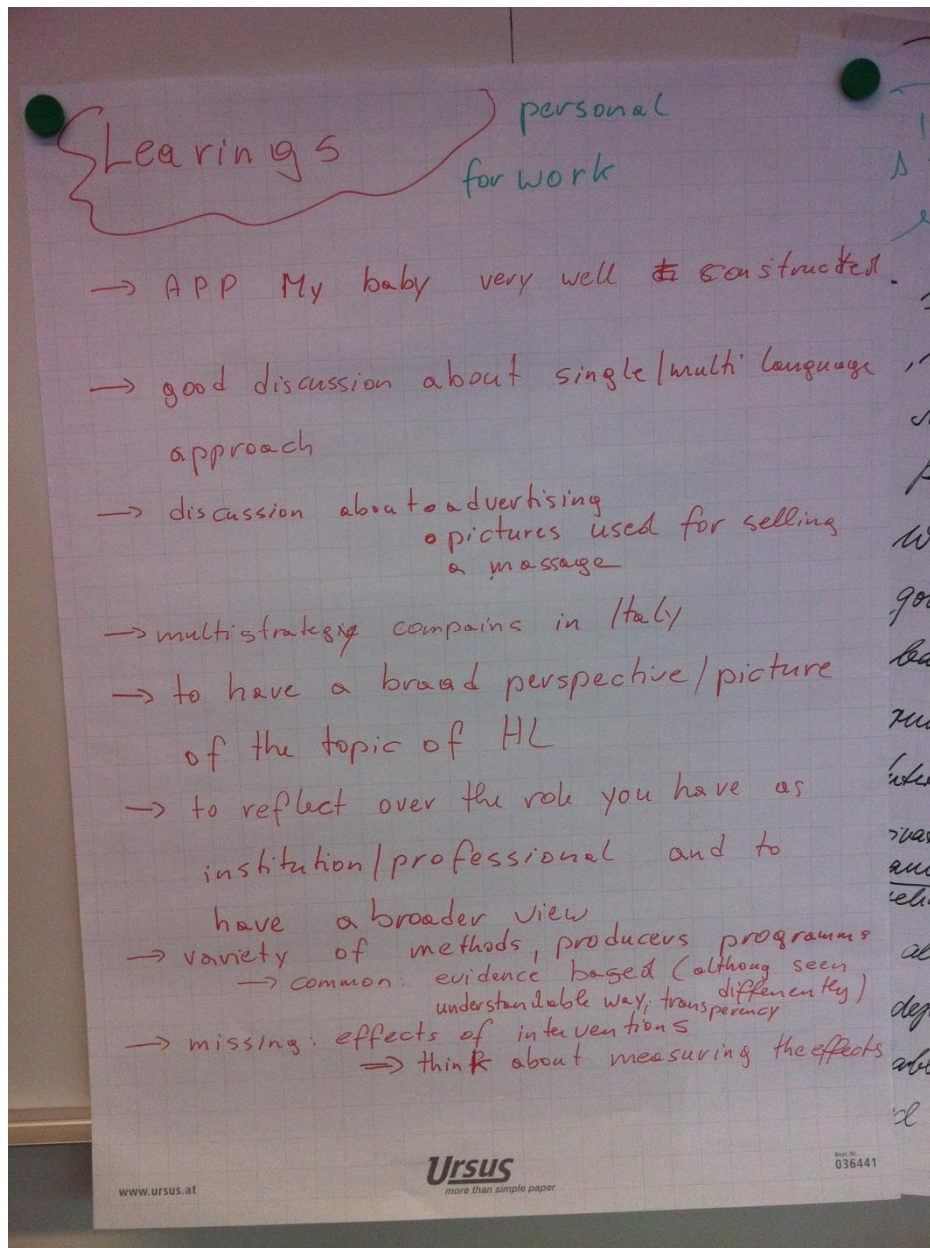
- presentations / written information
 - easier to follow / understand
- mini lab!!
 - easier to discuss in smaller groups!
 - broader involvement
 - more dialog
 - new group can engage existing — restructure
 - lot of content in short time
 - everybody can speak
- take a stand!
 - physically demonstrate your position
 - listen to other arguments
 - vivid discussion
 - forces to have / make an opinion
 - harder to discuss deeply
 - you have to stick to the methods
 - question defines how it works
 - facilitator should be very clear
- brainstorming
 - to resume / summarize
 - every statement counts → encourages

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Rome meeting

proposal:

11/04: 9⁰⁰ - 16⁰⁰ work session
16⁰⁰ - dinner guided tour

12/04: 9⁰⁰ - 17⁰⁰ work session

topics

- ① → presentation of national strategies for improving HL
 - discuss challenges
 - share experiences
- ② → Evaluation of the partnership
 - planning or dissemination activities
 - planning the final report

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→ Agis Tsouros

→ European strategy

→ vs more practical approach

→ talk about project

national strategy

Main Facilitator = Italy our strategie

- ① How to make a national strategies if existent
→ what we could learn?
- ② • WHO strategie
• Other → European Networks
→ how we could get our strategy in line with the European one?
- ③ How to proceed from here?

Draft ⇒ Italy

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