

## **Partner search: Health Promotion Leadership Gävleborg**

Project duration: 2011-02-01 – 2013-06-30

Aim: To develop sustainable and competitive organizations in the public sector through health promotion leadership

Thematic: Health promotion and organizational development

According to the Luxembourg Declaration on Workplace Health Promotion in the European Union (1997), workplace health promotion is the combined efforts of employers, employees and society to improve the health and well-being of people at work. This can be achieved through a combination of improving the work organization and the working environment, promoting active participation and encouraging personal development. The overall objective of this project is to meet current and future demands placed on organizations in the public sector as a result of ongoing and expected global changes. In Sweden, workplace health promotion is a prioritized area since there has been an increase in ill-health in working life during the past years. Since leaders manage work, they have the key role in creating the conditions for sustainable health in the workplace. With this in mind, it is critical to put special emphasis on leadership. The aim of this project is to build up the competence in health promotion leadership and to develop the characteristics of health promotion on an organizational level. The following factors are according to literature key factors of health promoting leadership; a salutogenic approach, a holistic view where physical, psychological and social aspects of the work environment are considered, humane and relation oriented leadership, emotional and instrumental support, an open communication characterized by constructive feedback, leaderships setting a good example, creating conditions for employees with high motivation, active participation and co-workers that are empowered. It is important to regard the development of health promotion leadership as a critical contribution to the building of sustainable organizational capacity to meet current and anticipates socioeconomic changes. This requires a comprehensive approach, including both individual and structural aspects, as well as an integration of program ideas into the practice of management.

### Main expected outputs and results:

Anticipated outcomes include organizational action plans for workplace health promotion developed and implemented during the project time frame. Health promotion leadership is focused on applied leadership and management skills for the promotion of health in the public sector. The project provides managers and local health coordinators with opportunities to participate in learning environments. On successful completion of the project, participants will be able to:

- Know the principles of the systems approach and be able to use this approach to establish health promotion in a complex environment.
- Understand different types of leaders and their contexts and know how to draw on leadership styles for more impact.
- Can analyze the legal and political context and know how to influence the decision making process in policy development.
- Appreciate how communication and negotiation is critical for effective implementation process.
- Know how to implement best practice and quality assurance in health promotion leadership.
- Use more innovative approaches to implement health promotion leadership.
- Critically reflect and learn from case studies of successes and failures.

The existing project is looking for partners to add value. The primary interest concerns an exchange of knowledge and experiences through visiting a region in Europe with similar developments. Learning environments such as through shadowing, workshops, etc. are considered valuable activities.

The first target group consists of health promotion coordinators, fifteen persons in total. Their role is one of “change agents” in each municipality with focus on strategic health promotion planning. Their task will also be to support individual managers in utilizing and developing health promotion leadership.

The existing project is financed by the European Social Fund and is included in the Swedish ESF Operational Programme. The OP addresses two major employment challenges. One of the two, “skills supply” is relevant to this project. Activities in this category focus on employment and entrepreneurs in the public and private sectors as well as social economy. Some projects will improve adaptability and employability of workers. Other projects are aimed at preventing long-term sickness leave and combating discrimination. Transnational co-operation and gender equality is a priority across the whole OP, including funding projects to improve skills to eliminate gender-based segregation in the labour market where such gaps are identified.

Partners needed: 2-3. All partners will meet to close the application form. Partners must confirm their interest by April 30th, 2011.

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Project name: Health Promotion Leadership Gävleborg

Project duration: 2011-02-01 – 2013-06-30

Project budget: 1 500 000 €

Priority: To develop sustainable and competitive organizations in the public sector through health promotion leadership.

Thematic: Health promotion and organizational development

Type of intervention: Regional Initiative Project (six municipalities)

Official language: English

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