

Health Promotion Leadership Gävleborg, Sweden

A project for sustainable health promotion
in public organizations

*Healthy people and healthy organizations prevent
alienation and long term sickness absence*





Hälsöfrämjande
Ledarskap
GÄVLEBORG



EUROPEISKA UNIONEN
Europeiska socialfonden



Project analysis	<i>1 Feb, 2011 – 30 June, 2011</i>	5 months
Project activities	<i>1 July, 2011 – 30 June, 2013</i>	24 months
Total project period		29 months



The project is financed entirely by the European Social Fund

Analysis: 1 025 188 SEK 92 128 GBP

Activities: 12 780 900 SEK 1 148 545 GBP

Total budget: 13 806 088 SEK 1 240 673 GBP



Health Promotion Leadership

- Understand the relationship between work and health and competence to apply this understanding in the role as leader.
- Has a good understanding of individual, group and organizational health factors and has the necessary skills to apply the knowledge in work situations.



The aim is that each municipal organization is permeated by a health promotion approach through:

- Managers and leaders with health promotion competence to support and utilize coworker resources.
- Healthy organizations with long term strategic plans for health promotion.



Direct target group

Managers and leaders with personnel and budget responsibility
Approximately 800 persons. In the municipality of Gävle 350 persons.

Indirect target group

Municipal employees
Approximately 18 500 persons. In the municipality of Gävle 7000.

Specialized target group

A regional partnership group of 16 health coordinators with specialized competence in health promotion.



The method consist of two parallel processes:

- Competence building through a combination of traditional training methods with innovative learning environments such as regional networks, web based training, workshops, job shadowing, best practice sharing through the project website, etc..
- Strategic activities towards goals for a health promotion organization in each municipality.



Expected outcome include:

- Leaders and co-worker with improved knowledge of the relationship between work and health.
- Leaders with health promotion competence to support co-workers.
- Leaders with new skills utilized in their health promotion leadership.
- Levels of sickness absence continue to decrease in all municipalities.



www.hflgavleborg.se

*We meet future challenges in the public
sector with health promotion leadership and
a health promotion approach*

