

INTRODUCTION

The Šumperk hospital is a medium-sized private health care facility that provides health care services in all the main medical specialties. It has been active in health promotion projects since 2003, when it joined the WHO/HPH programme in the Czech Republic.

Public health promotion is an important activity for the hospital. Operating both in the hospital and among the target groups, the hospital's experts provide professional information in various fields.

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HEALTH PROMOTION ACTIVITIES IN THE ŠUMPERK HOSPITAL

PURPOSE/METHODS

The experts deliver the educational content using presentations, discussions, posters, educational materials and, more recently, advanced e-health tools.

♥ No Fear of Doctors

The project aims to help children overcome the fear of the hospital environment, the stress of the unknown and the anxiety about the procedure they are to undergo. Older children are introduced to the principles of the healthy lifestyle.

Play therapy

As a part of the play therapy, the doll named Cecilia is used by the staff to explain what is going to happen. This helps children adapt better to the hospital environment, which reaps benefits in the cooperation and communication with both the children and their parents.



Hospital visits by pre-school children

The children take a tour of the Children's Department, meet the doll Cecilia and learn about what a day in hospital is like.

The Health Day for school-age children

The children learn about proper posture, sitting at the desk, and the principles of a healthy diet and proper hand hygiene. They find out about the human body, its organs and their function.



♥ Basic Life Support for children and adults

Increasing public awareness of providing first aid to adults and children in life-threatening situations. Interest in the course has been shown by schools and organisations as well as by individuals.



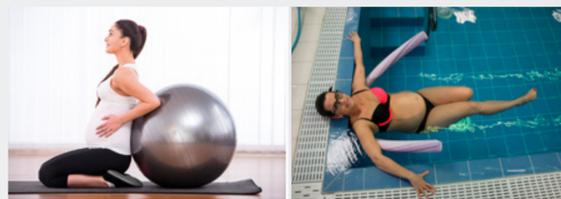
♥ Breast cancer prevention

A project for secondary school and university students. Professional personnel teach the proper self-examination technique.



♥ Expectant parents, mother and child care

Lectures for expectant parents; pregnant women attend regular exercises and swimming courses. All the activities are supervised by an experienced midwife and other professionals.



The hospital holds the "Baby Friendly Hospital" certificate. Lactation consultations are provided by the lactation counselling centre or by the Lactation Hotline operating 24/7.



♥ E-Health A new educational method using tablets

The multimedia content (videos, photos, output from professional applications) is created in-house or a special multimedia application is used.

The content informs the public about the development of a number of diseases, focusing also on their prevention. If the disease has developed, this can lead to mitigating the impact of the given disease or injury in the long treatment process.

The tablets use an understandable form to visualise the nature, course, and scope of the planned procedure. Good patient preparation has great overspill into the subsequent recovery process. Because of the visualisation, the patient has better understanding of the scope of the procedure, which leads to better cooperation.

The hospital uses the tablets to educate the public in the following fields: gynaecology and obstetrics, dermatology, ophthalmology, and orthopaedic surgery.

Multi-media content is also made available using the LFD screens in the common areas of the hospital.



♥ Smoking cessation counselling

The counselling centre is used by those interested in smoking cessation. In addition, the services of the centre are also actively offered to all the patients - smokers upon hospitalisation.



♥ Nutrition counselling

Healthy nutrition counselling, counselling as a part of previously prescribed dietary restrictions, individual counselling, management of weight reduction programmes.



♥ International Days in the Šumperk Hospital

The hospital organises the following events for the public as a part of the international days: The Sight Day, Melanoma Day, Diabetes Day, Hand Hygiene Day, Stop Pressure Ulcer Day, No Tobacco Day, Movember.



♥ Doors Open Day in the Šumperk Hospital

A highly popular annual event. The activities include blood pressure, blood glucose level and cholesterol level measurements, blood type screening, examinations and consultations for skin moles and skin lesions. A nutrition therapist determines the BMI and makes recommendations about nutrition and a healthy lifestyle. The rules for proper hand hygiene are introduced. The Pulmonary Care outpatient branch provides advice on smoking cessation and performs spirometry tests. A practical CPR course and physiotherapy counselling for proper posture at work are also available. The public have a chance to take a tour of the hospital departments including areas that they normally have no access to, such as the child delivery room. The Oncology Department gives a tour of its facilities, provides education on proper self-breast examination as well as the prevention and early detection of cancer.



♥ Educational material - created in-house



RESULTS

Participation in the activities held in 2016:

| Basic Life Support for children and adults | Smoking cessation counselling | Nutrition counselling | Lactation hotline | Lactation counselling | Breast cancer prevention |
|--|-------------------------------|-----------------------|-------------------|-----------------------|--------------------------|
| 310 | 21 | 963 | 66 | 24 | 131 |

| Glaucoma Day | No Tobacco Day | Melanoma Day | Diabetes Day | Hand Hygiene Day | Movember | STOP Pressure Ulcer Day |
|--------------|----------------|--------------|--------------|------------------|----------|-------------------------|
| 16 | 35 | 38 | 67 | 75 | 47 | 60 |

| Visits to the Children's Department | Doors Open Days | The Health Day school-aged children |
|-------------------------------------|-----------------|-------------------------------------|
| 80 | 290 | 150 |

CONCLUSIONS

Health promotion and awareness has become an integral component of the hospital's life. The management attaches great importance to health promotion activities as it perceives the difference between the clients who can take care of their health and those who arrive with extensive complications that may have been actively prevented. As evidenced by the participation in the events, there is steady interest in education as well as preventive testing. Every year, the hospital plans activities focused on a wide range of topics; some are regular and well-established, other events are added. The hospital seeks to continuously improve these activities.