

CITIZENS COMPETENCIES IN HEALTH PROMOTION ACTION

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In UK, Canada and Australia traditions of community centers supporting citizens and communities to develop their capacity are common. Latin America developed several community actions with native community or poor neighborhoods. In Italy the “institutional” activities as the emergency services or social support are in charge to voluntary associations, and institutional community centers that support citizen in capacity building do not exist. From 2012 the IUHPE has studied health promotion competences for health promotion practitioners. Despite in 2013 IUHPE published the guidelines for health promotion accreditation for practitioners and academic courses, but nothing has been done for the grassroots groups. In the last two year researchers observed different actions in different local contexts, in order to define which are the competencies of citizens and communities involved in health promotion action. A setting is in the metropolitan area of Cagliari and the second one is Perugia. The first one consists in a neighborhood with 2500 inhabitants close to a commercial district.

The building contractors and the local administrators did not fulfill all the requirements and buildings did not have regular connection with water, public transports and waste collection services. During the last year, citizens run an advocacy action that allowed them to solve in part the water problem and to obtain waste collection. In Perugia setting, according to a community participation model based on local assets, citizens promoted a bottom up revival process of cultural, artistic issues in a historical district. Since 2012 citizens organized free events and workshops, asking to commercial property owners to loan the empty space for free in order to

open handcraft workshop and cultural and social meeting places. The main aim is to explore and define the range of personal skills enabling citizens to develop and coordinate a bottom up action. Do these personal skills overlap the IUHPE standards for health promotion practitioners? Researchers observed and analyzed the evolution of these actions, met the coordinators and the citizen groups in order to know their personal and educational background.

These actions are still in progress, but preliminary analysis already highlighted the importance of including in the group citizens with leadership and communication skills. These two principal skills are the basis to organize the work and to build an effective action.

AN INTERNATIONAL HEALTH PROMOTION EVENT AS AN OPPORTUNITY FOR TRIGGERING LOCAL COMMUNITY EMPOWERMENT

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Introduction The European Training Consortium in Public Health and Health Promotion summer course, is hold every year in a different European city. The hosting city, with its strengths and weaknesses, is the setting where participants live for 2 weeks. In 2015 course, hold in Cagliari (Italy), the ETC-PHP conceived and experimented the photo-vision in order to enhance the interchange with the hosting city.

Methods The first step of photo-vision involved course participants. They had to observe the hosting city with a health promotion perspective, in order to identify assets that, properly boosted, would enable a salutogenic change. Each participant had to take a photograph and add a comment explaining how the chosen subject would enable a salutogenic change of the city setting. Collected photographs were shown in a final exhibition and participants were involved in a plenary discussion in order to assess the experience and move from individual to a shared vision of city's assets. The second step involved local people, showing them the experience realized in the local setting by external people who can't affect the life of community. This was only a way to raise awareness of city assets and sense of ownership. The aim was triggering the realization of a “local photo-vision” in order to detect what can become an asset according to the community, and then to advocate the allocation of resources on that.

Results Participants expressed positive feelings regarding photo-vision, suggesting that it is a simple and

effective method for enhancing people active involvement in asset mapping. Collected photographs revealed a multicultural and intriguing vision of hosting city potential assets. Local ETC-PHHP team was committed to disseminate photo-vision results to arouse community discussion and participation in city assets mapping. The grass roots were the preferential channel for communicating this experience. This step is in progress.

Conclusions In light of the positive preliminary results, the ETC-PHHP members decided to repeat the experience of photo-vision in the subsequent courses with the aim to leave a “health promotion legacy” to the hosting cities. ETC-PHHP will play the role of an “icebreaker” that, through photo-vision experience, activate the community empowerment process of enabling people. Overall, the ongoing experience suggests a real opportunity for health promotion events of being a catalyst for triggering health promotion action.