

Folkhälsan: Promoting the wellbeing of families

Helsinki, 12.11.10.2010





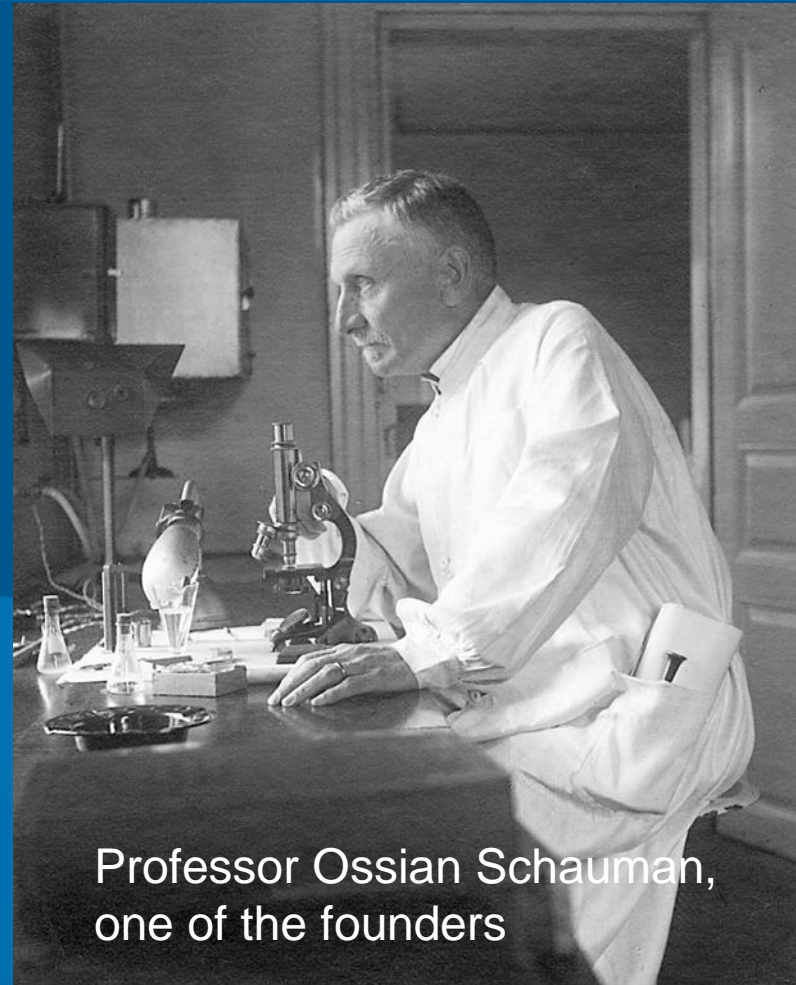
Folkhälsan is a not-for-profit social and health care organisation that works to promote good health and quality of life in the Swedish-speaking areas of Finland. Its activities include public health promotion activities, providing social and health care services as well as research.

 **folkhälsan**

Folkhälsan:

- Founded in 1921
 - 1800 employees
 - 17 000 members
- in 101 local associations

→ Social and health care and health promotion combined with research



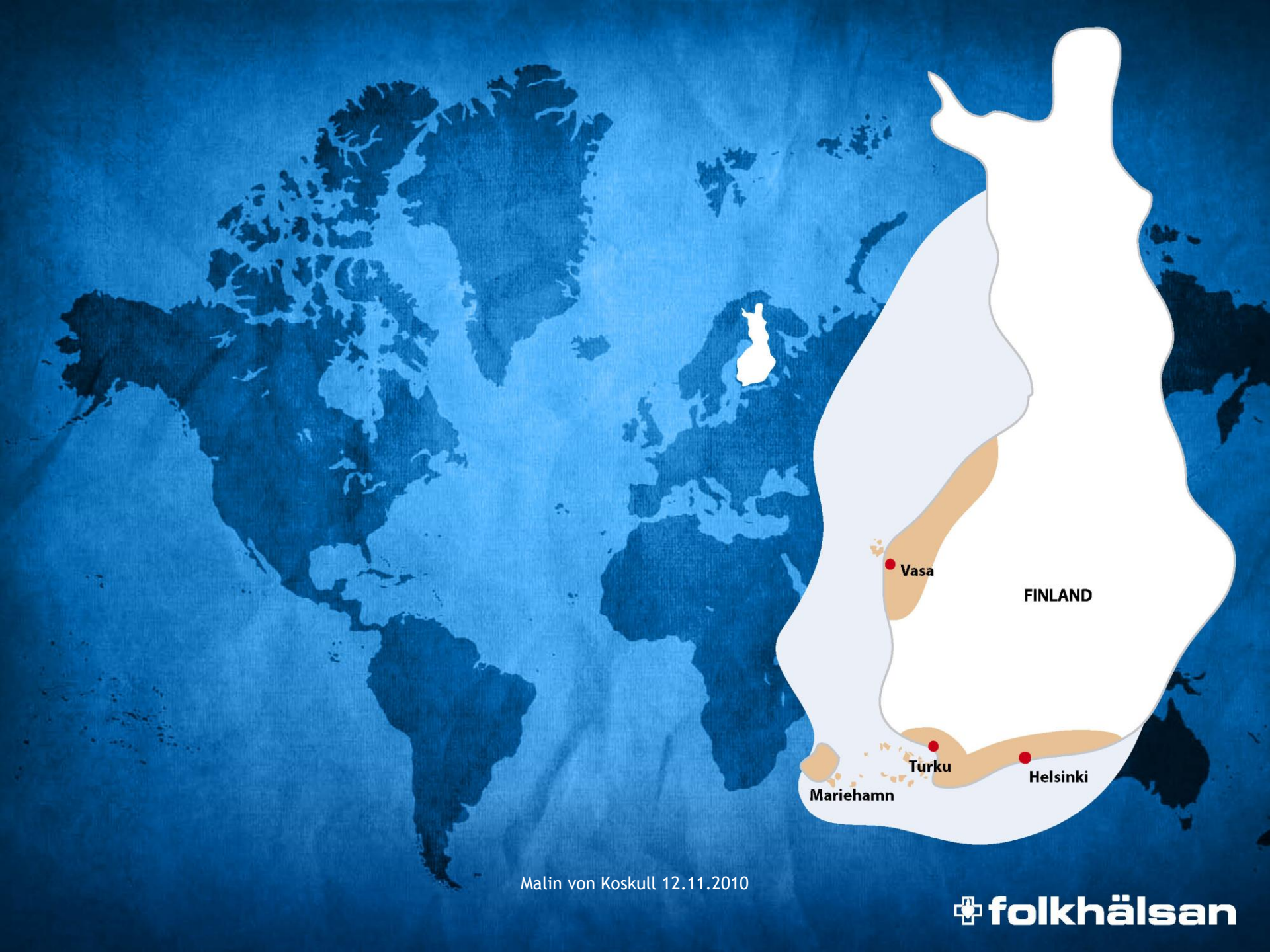
Professor Ossian Schauman,
one of the founders

Mission

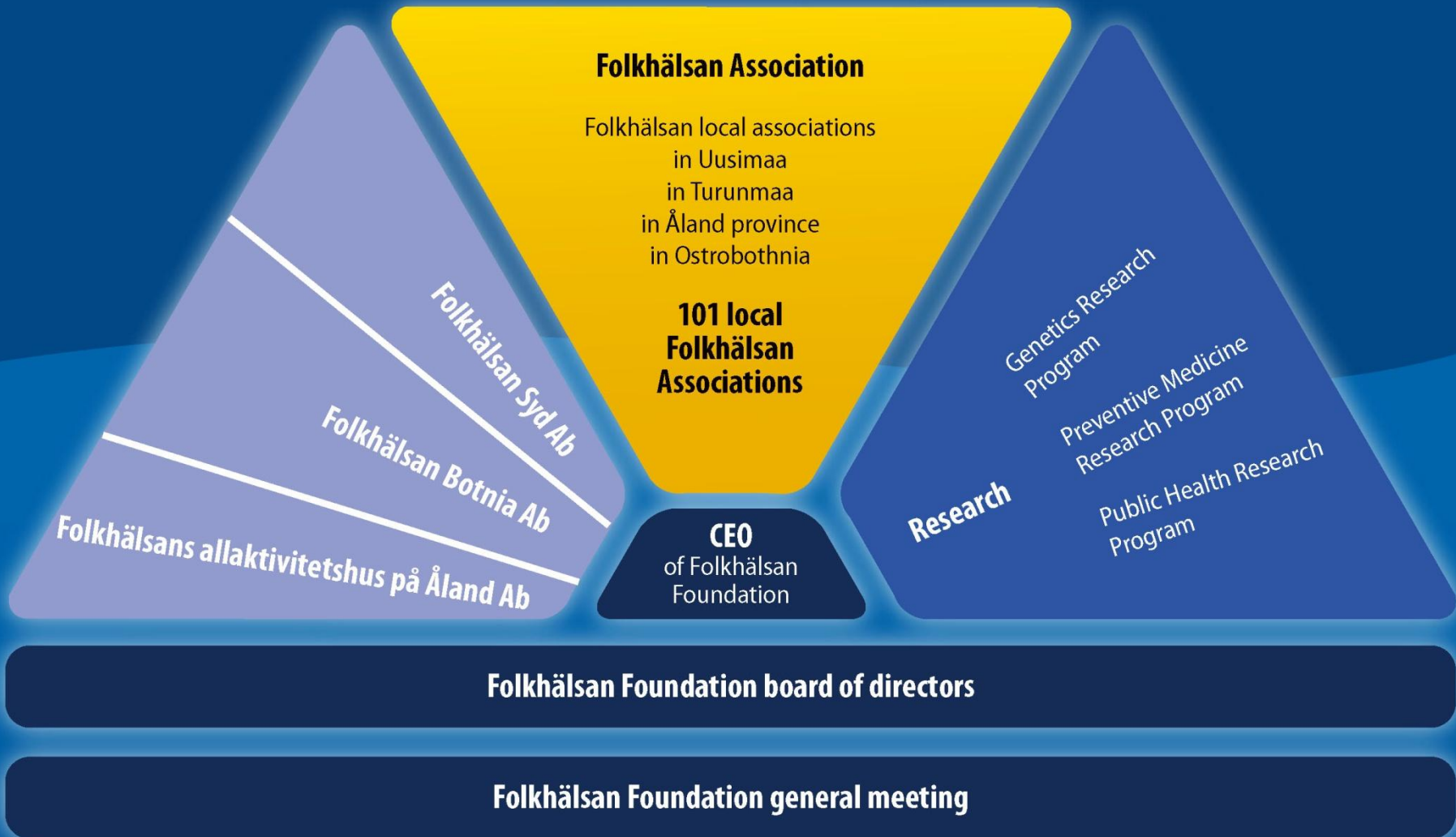
Our mission statement was written at the turn of the last century - but it is still just as true today as it was back then:

“The mission of the Folkhälsan Foundation in Swedish-speaking Finland is to work to promote good public health in the Swedish-speaking areas of Finland by undertaking scientific research into all aspects of the population’s spiritual and physical health and through practical measures intended to have a beneficial effect on public health.”

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Competence - Commitment - Care

- the prime goal is to promote health and quality of life among the population in the Swedish speaking parts of Finland
- this carries out through
 - providing social welfare and health care services
 - information and counselling in different topics concerning health and wellbeing
 - scientific research
- FH is known as a pioneer in service production, creating new forms of services and working methods which have later been partly or wholly taken over by the municipalities

Folkhälsan aims to encourage people to take care of their own health and that of others

We offer services including:

- Baby swimming lessons
- Swimming education and classes
- Youth health promotion programmes
- Health promotion interventions in schools
- Bullying prevention, family care education
- Family cafés
- Wellness programmes (lifestyle & living habits)
- Health promotion activities for senior citizens

In your own language

Folkhälsan emphasises the right of citizens to receive care services in their native language. In many cases, municipalities purchase services from Folkhälsan in order to guarantee people will receive care and services in Swedish.

Our facilities include:

- Day care
- Children's homes
- Physical therapy for disabled children
- Summer camps
- Outpatient clinics for teenagers
- Home health care
- Assisted living facilities for senior citizens
- Primary care

Areas of research focus

- Folkhälsan's research is divided into three different programmes and has received many international awards.
- Genetic research
- Research in preventive medicine
- Public health research
 - Health promotion research

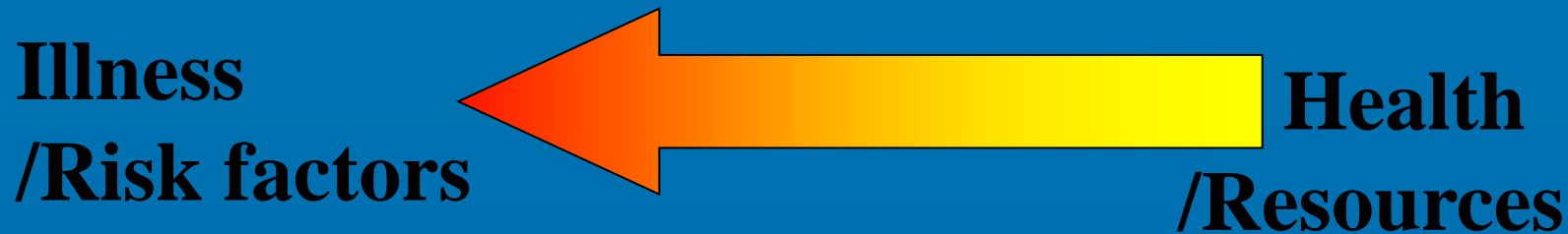
How finance our activities?

- Through various public grants and subsidies (Finnish Slot Machine Association, foundations)
- By selling services to municipalities (e.g. childcare, rehabilitation, daycare, service housing)
- Fundraising and donations
- Our own capital

Health promotion

- the activities are based on a holistic perspective of health issues
- health and wellbeing should be taken into account in everything we do; in education, working life, housing and municipal work.
- we believe in human values, a society which promotes health and a favourable social and physical environment for present and future generations

Health promotion



Folkhälsan & Familycenters

- Arrange health promoting activities (family cafés)
- Provide counselling, health educational material
- A multiprofessional network

Example 1:

- Promoting health by distributing relaxation cd:s to familycenters
- www.folkhalsan.fi/pausgympafilmer
- www.folkhalsan.fi/avslappningsovningar

Example 2:

- Parents First:
- Project 2007-2010; develop new methods for parental support
- theory: parental reflective capacities plays a crucial role in the development of secure attachment relationships
- Family centers important collaborators

Parental reflective capacity:

- to think of feelings and experience, in oneself and in the other person
- to value experience and feelings
- to anticipate and imagine other person's mind and intentions
- to explore one's own part in the interaction

(Fonagy et al 2002, Slade 2005)



What's on
your mind?
What do you
think about
this?

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In other words...

- the ability to understand one's own and others' behavior in terms of underlying thoughts, feelings and intentions
- it allows us to make sense of one another.



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A family group program

- First time parents and babies, 4-6 families/group
- Two leaders
- 12 meetings with specific item
- Aim: enhancing parental reflective capacities → secure attachment

Thank you for listening

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