

Finnish centre for health promotion

Strategy 2011 - 2014

The Finnish Centre for Health Promotion as a promoter of health

The starting point for the operations of the Finnish Centre for Health Promotion is an understanding of health as a resource. The foundations of good health should be created in childhood or youth. It is equally important to improve the functional capacity of the working-age population, to find new models of operation that support the independent life of the increasing population of the elderly, and to decrease the differences in the health of different population groups.

Health is an essential part of work ability and functional capacity. At the same time, it facilitates operating in the community and experiencing and performing tasks that improve quality of life.

The Finnish Centre for Health Promotion

- emphasises the promotion angle in its operations
- promotes health by strengthening requirements for health and by influencing the decisions, solutions, and actions of the society, the community, and individuals
- affects cultural capital, values, legislation, operating methods, and information exchange.

Cultural factors do not determine health-related behaviour on their own, but they do play a central role in moulding the structures of the society.

The Finnish Centre for Health Promotion works for the health of the whole population. Health is supported and maintained on all levels of life and in all areas of society.

The Finnish Centre for Health Promotion acts as the trend-setter and moulder of opinions. Its operations are based on a strong view of the direction of society's development and on the development needs in health promotion on both a national and an international scale. The Finnish Centre for Health Promotion is able to detect changes in its operation environment, anticipate coming trends, and affect them



The mission, vision, and values of the Finnish Centre for Health Promotion

Mission

The task of the Finnish Centre for Health Promotion is to promote the population's health as an influential organisation of experts in co-operation with other actors of the field.

Vision

The Finnish Centre for Health Promotion is a trend-setter and an expert in health promotion. Promotion of health is a natural part of all organisational activities and social decision-making.

Values of the Finnish Centre for Health Promotion

The four core values of the Finnish Centre for Health Promotion are humanity, openness, involvement, and innovativeness.

Humanity

We understand differences, respect diversity, and are tolerant. We value human dignity and justice in all of our operations. In our operations, we emphasise equality of opportunities as part of the decision-making of individuals, communities, and society.

Openness

We operate in an open and co-operative atmosphere in order to promote health and develop our organisation. We share our expertise, prepare material on issues in co-operation with others, work together, and are open to ideas for development so as to promote the goals and targets of health-promoting activities in a better, more effective manner. We invest in smooth co-operation with various partners and interest groups. Our modes of operation and courses of actions are public. We observe our operating environment actively and remain free from prejudice.

Involvement

Active dialogue is an integral part of our operations. We are open to close co-operation with various actors. Our operations are based on participative co-operation with our member organisations and other actors involved in the promotion of health. We develop our co-operation actively toward a respectful partnership in which we, in mutual understanding, reinforce the expertise of both parties and share responsibility. We believe that partnership creates communality and increases the cultural and social capital of those involved in our activities.

Innovativeness

Maintaining our professional knowledge and its constant development are essential parts of our operations. We anticipate the future, bring up new issues concerning promotion of health on a national scale, and offer alternative and properly justified development solutions.

We share and develop our expertise in health promotion in collaboration with our co-operation partners, and we work with no prejudices in development of our methods of operation. Our work community encourages creative solutions.



The strategic areas of focus of the Finnish Centre for Health Promotion

Showing the way

Goals of the Finnish Centre for Health Promotion:

- To communicate new phenomena and solutions.
- To chart and anticipate the possibilities of health promotion in various fields.
- To operate as a resource centre that builds new practices and promotes health.

Affecting the background issues that determine health

Goals of the Finnish Centre for Health Promotion:

- To follow and identify the social processes related to the development of health and their health effects.
- To affect socio-political decisions and political matters concerning promotion of health.
- To support decisions and solutions that increase the involvement of health promotion in the planning activities and operations of various actors.

Developing the content and methodology of health promotion

Goals of the Finnish Centre for Health Promotion:

- To produce, compile, and provide multidisciplinary information for creation of practices for health promotion.
- To interpret and provide information for experts and professionals in the field.
- To develop and evaluate the quality of health promotion and the effects of different practices.

Reinforcing co-operation

Goals of the Finnish Centre for Health Promotion:

- To reinforce the mutual co-operation on health promotion matters between organisations and other actors and to identify various co-operation possibilities.
- To co-ordinate the health promotion work of organisational and other actors.
- To seek and be open to new partnerships in the planning, implementation, and evaluation of health promotion.

