

The intersectorial challenge

Written by Admin
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Intersectorial work is a challenge in public health work and a necessity in order to succeed □ for all nations.

This is one of the main findings in HEPRO's international SWOT-analyses.

In order to create a starting point for more systematic and better planned public health work, HEPRO's partners conducted separate SWOT analyses in Norway, Denmark, Poland, Latvia, Lithuania and Estonia. The analyses show that the nations face similar challenges.

□ They all experience difficulties in implementing their plans. This underlines the importance of perceiving planning in relation to budget processes, said project leader Arvid Wangberg.

The analyses show that several challenges can be solved through communicative planning.

□ A number of partners find it difficult to successfully involve their local society. Thus, partly explaining why certain plans were not carried out. If we succeed in presenting plans that both the inhabitants and local business have played a role in creating, we can release resources to work on actually carrying out these plans, said Wangberg.

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According to the analyses, public authorities have a long way to go when it comes to successfully using the media. In order to mobilize inhabitants to take responsibility for their local society, their lives and their own actions, the municipalities and regions must improve their communication skills. The analyses conclude that if the municipalities and regions are unable to successfully communicate their goals, they will also struggle to mobilize the inhabitants to act.

The analyses also underline the importance of working systematically and learning from past experiences through continuous evaluations.