

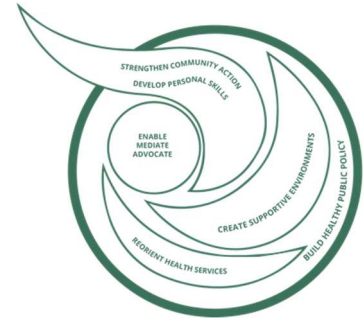


International Network of
Health Promoting Hospitals
& Health Services



Italian HPH Networks

20th CONFERENCE OF THE ITALIAN HPH NETWORKS 2026



“Implementing Health Promotion within Health Systems – 40 Years since the Ottawa Charter”

EVENT 9:00 – 18:00	DATE 26 October 2026	VENUE ASL CN2 – ALBA BRA Auditorium, Ospedale Michele e Pietro Ferrero Via Tanaro 7-9 — 12060 Verduno (CN), Italy
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A day to look back at the past, understand the present and shape the future of health promotion in health services

Event Concept

In 1986, in Ottawa, the World Health Organization marked a paradigm shift in the very concept of health: no longer the absence of disease, but the outcome of a process involving living environments, social relationships, equity and the active participation of people and communities.

A few years later, that Charter gave rise to the International Network of Health Promoting Hospitals and Health Services (HPH), with the aim of bringing the principles of health promotion into health organisations themselves – hospitals and community services – as a structural component of the way care is delivered and organised.

Forty years after the signing of the Ottawa Charter, the Italian HPH Networks are holding a day of reflection, critical appraisal and forward-looking discussion on the approach to health promotion. The conference is built around three timeframes:

- **Where it all began...** with testimonies from those who took part in drafting the Charter and who have accompanied its evolution over the following decades;
- **The Present**, with an analysis of the state of health of the international HPH network and of the *High-Tech High-Touch* model, which combines technological innovation with the centrality of the care relationship, through a conscious use of digital tools that serve the person and do not replace human contact;
- **The Future**, focusing on the determinants that now define the health promotion agenda: communication, training, organisational and individual wellbeing of healthcare staff, health-supporting environments, intersectoral action and equity.

This historical development is closely linked to the national health planning instruments currently being defined in Italy, in the areas of prevention, chronic care, hospital and community-based care, and Artificial Intelligence.

This organisational and regulatory framework is complemented by the contribution of the two Italian-led international Task Forces of the HPH Network:

- **Healthcare Workforce Wellbeing**
- **Health and Culture**

Both Task Forces led two dedicated workshops at the 31st International Conference on Health Promoting Hospitals and Health Services, held in Malmö (Sweden) on 20–22 May 2026, addressing topics such as health prescribing in care pathways, the enhancement of human capital and the importance of the care relationship in the organisation of health services: from co-planning to co-design of health services with citizens and third-sector organisations.

The Task Forces' methodological approach is based on moving beyond the episodic logic of isolated good practices or occasional campaigns towards structured, systemic organisational change. Through a salutogenic approach oriented to the care setting – hospital, community health centre, home – the organisation is conceived as a complex ecosystem in which health promotion is not an add-on programme but an integral component of the quality of the organisation's health services.

This holistic vision simultaneously embraces staff health and safety, patient empowerment and health literacy, the involvement of caregivers and rootedness in the local community. The key instruments of this methodology are the international standards and self-assessment tools, which protect health organisations' membership of the network from the risk of merely formal participation and provide their strategic management with a scientific guide to measure processes, identify organisational gaps and launch concrete benchmarking pathways.

All of this is consistent with the One Health approach and the Health in All Policies approach, which the recent International HPH Conference in Malmö helped to define.

The Italian HPH Networks represent a concrete international experience of implementing health promotion within health systems.