

# Skills for health Up- and re-skilling for a sustainable recovery

— Conference Programme

## Skills for health

Up- and re-skilling  
for a sustainable  
recovery

Online  
3 December 2020  
9:30-13:00



# Agenda

## 9:30-9:40 Welcome

- *Dr. Mojca Gabrijelčič Blenkuš*, EuroHealthNet President
- *Prof. Martin Dietrich*, Deputy Director, German Federal Centre for Health Education (BZgA)

## 9:40-10:25 Keynote Remarks

- *Commissioner Nicolas Schmit*, European Commissioner for Jobs and Social Rights
- *Teresa Ribera*, Vice-President and Minister for Ecological Transition and Demographic Challenge, Spain
- *Dr. Nino Berdzuli*, Director of the Division of Country Health Programmes, WHO Europe

## 10:30- 11:10 Session 1: Changes to the world of work

- **How is work changing, and what does it mean for health?** *Maria Jepsen*, Deputy Director, Eurofound
- **How are these changes affecting work-life balance, and gender and generational divides?**  
*Elizabeth Gosme*, Director, COFACE - Families Europe
- **What can be done to help workers adapt?**  
*Prof. Philippe Pochet*, General Director, European Trade Union Institute

## 11:15-11:55 Session 2: The skills for good health and wellbeing

- **How does health literacy connect to broader 'skills for life'? How we can encourage the development of skills for life?**  
*Dr. Kristine Sørensen*, Founder of the Global Health Literacy Academy
- **How can eHealth be made more accessible to people with low health literacy?**  
*Bart Looman*, Programme Manager, PHAROS, Dutch Centre of Expertise on Health Disparities
- **How can schools promote health literacy for 21st century in a holistic way?**  
*Prof. Dr. Kevin Dadaczynski*, Professor of Health Communication and Patient Information, University of Applied Sciences Fulda

## 12:00-12:40 Session 3: The skills for tomorrow's health and care systems

- **What skills are needed and how should tasks change to make health care more community-based and health promoting?**  
*Prof. Jan de Maeseneer*, Chair of the Expert Panel on Effective Ways of Investing in Health and Head of the WHO Collaborating Centre for Family Medicine and Primary Health Care, Ghent University
- **What skills are needed in public health and health promotion?**  
*Prof. Katarzyna Czabanowska*, Associate professor at the International Health Department, Maastricht University, and Past President of the Association of Schools of Public Health in the European Region (ASPHER)
- **What is the future for social prescribing?**  
*Prof. Dr. Wolfram Herrmann*, Professor of General Practice, Institute of General Practice, Charité - Berlin University of Medicine

## 12:40-13:00 Concluding remarks

- *Katarina Ivanković-Knežević*, Director for Social Affairs, Directorate General for Employment, Social Affairs and Inclusion (DG EMPL), European Commission
- *Caroline Costongs*, Director, EuroHealthNet

# About the conference

The COVID-19 crisis has hit Europe during a period of significant transitions, including technological and digital, environmental, economic, demographic and social change. 'Building back better' from the crisis will require new and more equitable approaches to these other challenges, as well.

A focus on skills will be key. As we learned from the 2008 global financial crisis, developing new, better and more widely available skills promotes and protects health. Building on existing EU and (sub-)national initiatives, such as the EU Skills Agenda, we can help people improve their (digital) health literacy, life skills and education and training for the 21st century.

The conference will examine three aspects of skills for health, and attempt to answer the following questions:

- Changes to the world of work
  - What do these changes mean for health and wellbeing?
- The skills for good health and wellbeing
  - What skills are needed to live a healthy life?
- The skills for tomorrow's health and care systems
  - As the roles of health and care professionals continue to evolve, what skills are needed in the modern health and social care sectors?

The Conference is organised by EuroHealthNet, the European partnership for health equity and wellbeing.

EuroHealthNet is the network of public health bodies building a healthier future for all by addressing the determinants of health and reducing inequalities. Our focus is on preventing disease and promoting good health by looking within and beyond the health care system.

It is a not-for-profit partnership of organisations, agencies and statutory bodies working on public health, disease prevention, promoting health, and reducing inequalities. Several research centres are also part of our partnership.

We work on public health and social equity policy, practice, and research. We also explore and strengthen the links between them. Our approach focuses on health in all policies, reducing health inequalities gaps and gradients, working on determinants across the life course, contributing to sustainability and wellbeing of people and planet.

Find out more at [EuroHealthNet.eu](https://eurohealthnet.eu) or follow @EuroHealthNet on [Twitter](#), [Facebook](#) and [LinkedIn](#)

## Welcome - 9:30-9:40



**Dr. Mojca Gabrijelčič Blenkuš**, Head of the Centre for Analyses and Development of Health, National Institute of Public Health (NIJZ), Slovenia, EuroHealthNet President

Dr. Mojca Gabrijelčič Blenkuš is a medical doctor and a specialist of public health. Her fields of interest and expertise are nutrition, physical activity, and in last few years, aging and frailty. She was head of the Health promotion centre at the NIPH Slovenia from 2003 to 2010. Today, she is mostly involved in policy and programme development, and in research projects.

Since the year 2000 she has been the WHO national counterpart for nutrition. She was a member of the drafting group of the WHO Obesity Charter in 2006, and of the drafting groups for the preparation of the 'WHO Steps to Health – A European Framework to promote Physical Activity for Health 2007' document. More information is available [here](#).

**Prof. Martin Dietrich**, Deputy Director, German Federal Centre for Health Education (BZgA)

Prof. Martin Dietrich is the Deputy Director of the Federal Centre for Health Education (BZgA), in charge of the overall coordination of the organisational units. He studied economics and business administration at the Albert-Ludwigs-University of Freiburg, majoring in management in the health care sector.

Prof. Dietrich holds a W3 professorship for business administration at Saarland University, particularly for management of the health care system with a focus on innovation and care development. He is an honorary professor since 2017. Through his habilitation as Dr. rer. pol., he is *venia legendi* for business administration.



**Commissioner Nicolas Schmit, European Commissioner for Jobs and Social Rights**

@NicolasSchmitEU

Commissioner Nicolas Schmit has a PhD in International Economic Relations from Faculty of Law and Economics of the University of Aix-Marseille. Prior to becoming a Commissioner, Dr Schmit was elected to the European Parliament in 2019. Before coming to Brussels, he was a Minister for Labour, Employment and the Social and Solidarity Economy in Luxembourg (2009-2018). For more information, click [here](#).



**Teresa Ribera, Vice-President and Minister for Ecological Transition and Demographic Challenge, Spain**

@Teresaribera

Teresa Ribera is Spain's Minister for Ecological Transition and Demographic Challenge since 2018. Prior to that, she was an Advisor on energy and climate programme at the Institute for Sustainable Development and International Relations (2013-2014) in France, which she later led as a Director from 2014 to 2018. In her career, she also served as a Secretary of State for Climate change (2008-2011) and a Director General of Spanish Office for Climate change (2004-2008). More information is available [here](#).

**Dr. Nino Berdzuli, WHO Europe, Director of the Division of Country Health Programmes**

@NinaBerdzuli

Dr. Nino Berdzuli is a medical doctor and public health professional with over 16 years of experience working in health sector reform, including health policy strategy development, health network reorganization, health-care quality management, and institutional and human resource capacity-building. Before joining WHO/Europe in 2018, Dr Berdzuli was Deputy Minister at the Ministry of Labour, Health and Social Affairs in Georgia. More information is available [here](#).



# Session 1: Changes to the world of work

## 10:30 - 11:10

**Maria Jepsen**, Deputy Director, Eurofound

@MariaJepsenEF

Maria Jepsen is the Deputy Director of Eurofound since November 2019. Prior to this, she was Director of the research department at the European Trade Union Institute (ETUI), and assistant professor and research fellow at the Free University of Brussels (ULB). She is currently also associate professor in labour economics at ULB and external lecturer at the Catholic University of Louvain (UCL). Her main research interests include gender studies, the impact of welfare states on labour supply, wages and working conditions, and more recently the development of the European social dimension. For more information, click [here](#).



**Elizabeth Gosme**, Secretary General, COFACE - Families Europe

@lizgosme

Elizabeth Gosme is an EU social policy analyst with eighteen years of experience in EU affairs representing the interests of civil society organisations. Director of COFACE Families Europe, a network of 58 organisations across 23 countries promoting the well-being, health and security of families and their members in a changing society. A network advocates for legislation and policy enabling families (all types without discrimination) and their members to benefit from sufficient financial resources, available quality services and adequate time arrangements in order to live and enjoy their family life in dignity. More information is available [here](#).

**Philippe Pochet**, Director General, European Trade Union Institute (ETUI)

@philippepochet

Philippe Pochet is a General Director of ETUI, Professor at the Université catholique de Louvain (UCL) and associated researcher at the Interuniversity Research Centre on Globalization and Work (CRIMT, Montreal). Prior to becoming Director of the ETUI in 2008, he was Director of the European Social Observatory (OSE) for 16 years. He is now working on the issues of impact of climate change and digitalisation on jobs and seeking how to combine the analysis of the big trends. For more information, click [here](#).



# Session 2: The skills for good health and wellbeing

## 11:15-11:55

Dr. Kristine Sørensen, Founder of the Global Health Literacy Academy

@k\_srensen

Kristine Sørensen, PhD is a health literacy trailblazer, knowledge broker and trusted advisor on health literacy and global health perspectives. She is the founder of the Global Health Literacy Academy. Her educational background is in medicine, public health and global health diplomacy. She is currently President of the International Health Literacy Association, Executive Chair of Health Literacy Europe and Chair of the Danish Health Literacy Network. She holds advisory board member positions in various projects and organizations worldwide and is editorial member for the journals Health Literacy Research and Practice and ICT&Health. More information is available [here](#).



Prof. Kevin Dadaczynski, Fulda University of Applied Sciences, Germany

@KDadaczynski

Prof. Kevin Dadaczynski is professor at the Public Health Centre Fulda of Fulda University of Applied Science. His research focus is on health promotion and education with special interest on educational settings, digital health and health literacy. He is involved as principal investigator and coordinator in national and international projects on school health promotion (e.g. evaluation of complex and holistic interventions on health promoting schools) and health literacy (e.g. COVID-HL Survey, digital health literacy of pupils). He formerly

held positions at the German Federal Center for Health Education, Leuphana University Leuneburg and Flensburg University. Click [here](#) for more information.

Bart Looman, Programme Manager, PHAROS, Dutch Centre of Expertise on Health Disparities

@mesjeubart

Bart Looman's background is in medical sociology and he has worked in the field of health, youth and disparities for 15 years. First in the setting of the provincial and local government and since 2020 as the programme manager for PHAROS, where health literacy is a growing topic. Since 2016 PHAROS runs the program E-health4All in which they work on the power of ehealth to close the health gap.



## Session 3: The skills for tomorrow's health and care systems. 12:00-12:40

**Prof. Jan de Maeseneer**, Chair of the Expert Panel on Effective Ways of Investing in Health (EXPH), Professor, Department of Public Health and Primary Care, Ghent University

@JanDeMaeseneer

Prof. Jan de Maeseneer is a Belgian family physician and has been Head of the Department of Family Medicine and Primary Health Care of Ghent University (1991–2017). In 2012 Jan became a member of the Global Forum on Innovation in Health Professional Education at the Institute of Medicine in Washington. In 2013 he was appointed as Chair of the Expert Panel on Effective Ways of Investing in Health of the European Commission (EXPH). In 2016–2018, he was a member of The Lancet Commission on Primary Health Care in China. He also chaired the Strategic Advisory Council for Welfare, Health and Family, advising the Flemish Minister (2010–2018).



**Prof. Katarzyna Czabanowska**, Associate professor at the International Health Department, Maastricht University, former President of ASPHER

@czabanowska

Katarzyna Czabanowska is Professor at the International Health Department, Maastricht University, the Netherlands, Fellow, UK Faculty of Public Health. She directs Governance and Leadership in European Public Health programme. Her research focus is on public health workforce development, public health leadership, public health competency, competence-based education and training, identification of skill gaps between the job market and taught curricula. She is the Past President of the Association of the Schools of Public Health in the European region (ASPHER), an academic Board Member of the Studio Europa at Maastricht University; she serves as a WHO expert in the area of Public Health Leadership and public health workforce development and planning. More information is available [here](#).

**Prof. Wolfram Herrmann**, Institute of General Medicine, Charité - University of Medicine, Berlin

@herrmannwolfram

Wolfram Herrmann is Professor for General Practice Focussing on Health Services Research at Charité - Universitätsmedizin Berlin. He studied medicine, epidemiology and higher education and worked clinically, e.g., in geriatrics and general practice. His main focus is primary care research; he is going to establish an Urban Primary Care Research Group in Berlin.



# Concluding remarks

12:40-13:00

**Katarina Ivanković-Knežević**, Director for Social Affairs, DG Employment, Social Affairs and Inclusion, European Commission

@katarinaik

Since September 2018, Katarina Ivanković Knežević is a Director for Social Affairs in the Directorate General for Employment, Social Affairs and Inclusion. Her area of activity is modernisation of social protection systems and wider social policies fostering social and labour market inclusion, through the implementation of the European Pillar of Social Rights and other relevant social policies of the European Union. Before the European Commission she was a State Secretary in the Ministry of Labour and the Pension System of the Republic of Croatia, in which she was responsible for the management and implementation of the European Social Fund and other EU instruments aiming at human resources development.



**Caroline Costongs**, Director, EuroHealthNet

@CaroCostongs

Caroline Costongs is Director at EuroHealthNet and expert in public health and health promotion. She leads a highly experienced and multi-disciplinary team that facilitate knowledge exchanges, project development and management, policy analysis, advocacy, and communications. Caroline is active in many EU and WHO platforms such as the EU Expert Group on Health Inequalities and Social Determinants, the WHO Action Plan on strengthening public health services, the International Council of the European Public Health Conference series and she supports APHEA (Agency on Public Health Accreditation) as a member of the Board of Directors. Click [here](#) for more information.