



TALLINN UNIVERSITY



Area of application of the guidelines

In recent years, health has become an important discussion topic among citizens, scientists, and politicians alike. As little as ten years ago, the main goals in Estonia were related to money, the economy, and security; we had just recently joined NATO and the European Union.

According to Maslow's pyramid, when a person's basic needs – food, shelter, and safety – are satisfied, then ideological matters and need for self-actualisation become more important. The latest sociological studies no longer mainly focus on differences between countries; increasingly more, they reveal stratification and inequality within societies and regions. According to statistics, people's life expectancy has increased, much less abortions are performed, the number of fatal injuries has decreased, road behaviour has improved, and our diet is more balanced.

Even though people's opportunities for taking care of their health by eating well and doing sports have increased, so has the use of legal and illegal drugs. This is accompanied by various mental health problems; independence and individualism are also accompanied by loneliness and depression. All this makes one wonder upon looking at modern technological possibilities how people have adapted to the rapid development and social changes and whether the interaction between people and technology requires newer knowledge and approaches.

The health-centred approach is quite a new field. The term "health promotion" was not introduced until in 1986 in Ottawa. The first health promotion specialists in Estonian counties began work in 1995. This was also when the regional development project started, as health is more dependent on the local arrangement of life than on national campaigns. Today, many of those who started back then have become acknowledged experts in Estonia.

More and more people now work in the health sector, in counties, local governments, and the non-profit sector, as well as in the health service business. Many theoretical and topical guidelines for health promotion have been prepared for them. However, the matter of how to efficiently approach the necessary topics on a community level has been covered significantly less.

The project "Health Weather Station – Training for Communities" (*Tervise Ilmajaam – koolitus kogukondadele*) has been designed to support health practitioners with the necessary knowledge. The project guidelines mainly focus on communication related to health and well-being; they also give examples on how efficient communication makes it easier to reach the desired outcome. A good idea that is aimed at the wrong target group, presented in the wrong environment, wrong context, or with a wrong tonality may give rise to a negative response instead of being beneficial. Before every important activity, it is important to take time and picture oneself in the shoes of the recipient of information.

The compilers of these guidelines hope that they assist you in considering how to implement valuable ideas and raise awareness more efficiently. The objective of this is for Estonians to live longer and have a better quality of life in these interesting times.

Health Weather Station Health Promotion and Preventing the Use of Addictive Substances Guidelines for Planning Community Health Projects

IMPLEMENTATION OF A HEALTH PROJECT

1. Development

- a) Situation analysis
- b) Strategies, legal acts, and guidelines
- c) Good customs and practices
- d) Analysing problems and defining priorities
- e) Defining target groups and stakeholders; involving them in the project

2. Planning

- a) Defining a goal
- b) Planning activities and resources
- c) Planning the work schedule
- d) Preparing a budget
- e) Planning communication
- f) Networks and planning networking
- g) Planning the evaluation

3. Implementation

- a) Reputation management and communication with the media
- b) Holding meetings
- c) Coordination
- d) Team work and the organisation of information in a team
- e) Community involvement

4. Evaluation

- a) Involvement of stakeholders and the community when planning follow-up events
- b) Communication of results
- c) Report of networking when carrying out the evaluation
- d) Carrying out the evaluation