Jonkoping
The Health Care in Sweden

- Health Care in Sweden is financed through taxes
- 81 elected politicians are The County Council Assembly and elected every fourth year.
  - Public meetings four times a year to decide the work of the County Council at a general level and the tax rate
Jönköping County

- 330,000 inhabitants
- 11 municipalities

Activities:

- Health and medical care
  - 34 primary care centers
  - 3 hospitals
- Dental care
  - 35 clinics for general dentistry
  - 10 for specialist dentistry
- Education and research

- Culture
- Regional support & activities
  - County Theatre and Music
  - Public transport
  - Regional development

The vision of Jönköping County Council

"For a good life in an attractive region"
Qulturum a center and meeting place for innovation, method development, creativity, co-operation and competence renewal - a source where the employees catch spirit and inspiration for renewal work.

Who are we here for?

We are here to increase value for our inhabitants...
How to start a social movement?
Passion for life – a good example
Spread
How to take next step in Singapore?

If you want something to grow you need to know the enviroment…
Let´s start with some questions…
How is the culture in Singapore for involving the population?

What makes you feel you are involved?

How to set the table…
How to create a good meeting point?
"Work on the work"

Empowerment starts with Freire, free rights movement, feminism, handicap-movement

- Dialogue
- Praxis
  - It’s not just understanding
  - In itself is a co-operative activity involving respect
  - The process is important
- Community and social capital
- "Conscientization"
- Using metaphors

The concern for the oppressed

Hang on a minute…

The concern for the oppressed (Askheim, 2003)

Annette Nilsson, Qulturum Singapore 2010
Freires thougts…

Freire analyze critically what he believes is the traditional teaching and believes that teaching is not to program but to problematize, not to provide answers to questions without having to throw out questions, not to transfer the educator to the students but to provoke the self-determination.

Empowerment

"Help-Semitism deprives people of a fundamental human necessity - the responsibility." And Freire adds: "Responsibility can not be achieved merely intellectual way, but only through experience. Help Semitism offered no responsibility, no opportunities to make decisions, it offers only gestures and attitudes that encourage passivity."

Three things are clear from the quote. First, that empowerment must be won individually, and therefore can not be given or obtained by anyone else. Second, that the road to empowerment is by actively trying different by collecting and processing the experience. Finally, it seems that empowerment is closely related responsibilities.
**True North Metrics**

- **100% health knowledge**
  Full self-awareness of health status, determined by proactive screening

- **100% self empowerment**
  Enhanced personal responsibility through improved health literacy and skills

- **100% trust and reliability**
  Familiar and trusted by patients to provide a consistent level of care

- **many hands, 1 system**
  Collaborating with multiple partners in an integrated system; Robust retention of a “memory” of patients

- **100% right sited care**
  No unneeded admissions

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**Passion for Life**

Creating possibilities to develop new connections

*Foto: Michael Bergström*
Passion for life – A social movement

Why Passion for life?

The population is getting older and the needs of medical and social care will increase.

There is no good line of action to take care of the competence of old age pensioners.

Elderly people feel that they have little possibility to influence their life which leads them to act as "victims" Empowerment

The possibility of testing well-known methods in a new context

Anette Nilsson, Qulturum  Singapore 2010
Passion for Life – who are we?

Cooperation between Qulturum Jönköping, The swedish Association of Local Authorities and Regions and the two biggest organizations for seniors in Sweden PRO and SPF

Pilot project; September 2005- April 2006

Anette Nilsson, Qulturum

Passion for Life - aims

• To develop conditions for a full healthy life with a high quality of life for elderly people
• To test procedures to find new methods that can affect the overall goal we all probably aim for:

  best possible life – the whole life

Anette Nilsson, Qulturum

Singapore 2010
Passion for Life - goals

• To incite senior citizens to take their own responsibility for preventive work for as rich and healthy life as possible
• To find messengers who can communicate knowledge and methods and spread ideas

Passion for Life - strategy

By modern methods of quality development incite people to go from words and knowledge to action and changed lifestyle
The strategy in other words

Passion for life wants to incite each individual to create possibilities to change/improve the situation today into a better situation tomorrow by active efforts.

What are we trying to accomplish?

How will I know that a change is an improvement?

- What conclusions do I draw?
- Tests on a larger scale?
- What changes should be made considering the hypothesis?
- Sum up
- Was the change an improvement?

Act

Plan

What changes can I make that will result in an improvement?

Study

Do

- Make a plan for the test
- What do I want to test?
- Issues?
- Do I need to know more?
- Stopped the change?
- Who does it?
- When and where?
- Unexpected effects?
Constant renewal is necessary

When I have made a change it is important not to fall back to old habits and patterns.

I must all the time strive upwards towards new goals – it is the joint result of the small improvements that lead to the goal.

Anette Nilsson, Qulturum  
Singapore 2010

Passion for Life – how do we do it?

We met in six life cafés, which are rooms of possibilities where everybody´s experiences contribute to improvements.

Anette Nilsson, Qulturum  
Singapore 2010
Life café 1

- Introduction and presentation
- Expectations? Why are we here?
- Lecture about normal aging
- Lecture about motivating dialogue
- Introduction of the life café file and the book "De ovanliga" (Unusual People) by Åke Mokvist

The whole world is full of small miracles, but we are so used to them that we call them everyday things.

Anette Nilsson, Qulturum

Life café 2

Safety

Do I prepare for a safe way of living by creating conditions for a long-term home furnishing in terms of safety, accessibility etc.?

Goal:
A long-term home furnishing for quality of life

Anette Nilsson, Qulturum
Falling accidents indoors

- 640,000 injuries from accidents, 520,000 indoors and during spare time
- 210,000 injuries will occur indoors or around the house of which 120,000 occur indoors
- 30,000 of age 65+ are injured after falling indoors
- 55 percent fall in the bedroom/hallway, 15% in the kitchen, 10% in the bathroom
- 50% other falling at ground level, 9% slips at ground level, 10% falls from low height (<1m)
- 47% of all elders that get hurt in falling accidents indoors, get admitted to hospital and 70% of them have a fracture.

What did we do?

We analysed risk areas, e.g.:
- loose flexes
- rugs and thresholds
- bathroom and shower
- bad lighting
- medical reasons

All this was then tested in everybody’s homes before the next meeting

During every life café we had a break for physical training - also this first time
Life café 3

Network

Do I take responsibility for my social life by building and cultivating relationships with regard to the needs I have?

Goal:
Sense of community and connection

What did we do?

Card of social values:
confidence, happiness, community, caring etc.

"The relationship onion" Lecture about the connection
health – quality of life – social capital

Family
Close friends
Acquaintances
Society, clubs, culture etc.
Life café 4
Food and drink

Do I eat balanced and varied food in a sufficient amount? Do I drink enough to avoid becoming forgetful, dizzy, unstable and tired – and getting dry skin and constipation

Goal:
A lifestyle promoting good diet.

What did we do?

Recipe collection
Food diary
The balanced diet chart

Anette Nilsson, Qulturum
Singapore 2010
Exercise

Do I exercise so that I prevent overweight, diabetes, heart and vascular diseases, high blood-pressure, brittleness of the bones, back trouble and balance problems?

Goal:
A well-functioning body

What did we do?
Let’s take part in this café
Passion for life – book circle

Before every life café we have read one of the lifestories Åke Mokvist describes in his book "De ovanliga" (Unusual People)
In the following meeting we have discussed what we learnt

A learning trip to Manchester

Sir John Oldham is the founder of the National Primary Care Development Team, NPDT.
Today Ruth Kennedy is the leader of NPDT
Education of instructors

Education of instructors was effected on March 7 in Jönköping (2005)

Special material has been produced

Life café 6
Conclusion and delivery

Now it is your turn!

For your help there is:

- the project group
- trained instructors
- SV and ABF (educational associations)
- home page: www.lj.se/passionforlivet
- this presentation material
- a film

Anette Nilsson, Qulturum  
Singapore 2010
Reflektions?
Home work – life wheel

One way or many?
Passion for life
- good health and quality of life

Social networks
Food & drink
I am active and in power of my own life
Safety
Exercise

Anette Nilsson, Qulturum
Effects of change

• The seniors have made tests in their daily life for example take away carpets, assemble electric cords, start to eat more vegetables, establish relationships, take the staircases instead of the lift, walk instead of taking the car. Etc. The seniors show that this way to think and taking action has done difference to their life.

Two years later what does Ruth and her friends from the pilot projekt say?

- Increased training has improved my physical fitness.
- Passion for Life has given me joy and enriches my everyday.
- An understanding of how important it is to be able to affect my daily life by being observant at home and my way of life with exercise and right diet.
- The joyfulness of spreading the message to others has been inspiring and fun.
- 19 of 20 says they would recommend a colleague to participate in a circle Passion for life.
There are many ways but some key factors we believe in are:

- Be clear with the central message, the “heart” of Passion for life and repeat the method of quality improvement.
- It is possible to use these methods to improve health and quality of life.
- Have fun when working.
- Plan for spread from the very beginning.
- Strong and enthusiastic ambassadors know your own context and from that perspective how to translate Passion for life in your way. When you have a social movement, you can’t have the full control you can just enjoy and support.

- Timing
- Homepage, films, working book and instruction material.
- A message for others is, don’t wait, start to build a structure for empowerment and do it with love and joyfulfulness.
Today

- Spread is going, stories from Passion for life tells in different meetingpoints
- About 700 coaches have been trained (elderly people)
- About 500 studycircles has been done
- About 9000 visitors to Passion for life home page
- The government pay attention and want to know more (last week the government arranged a meetingpoint and Passion for life was one good example)
- Passion for life is spread national in Sweden and international, for example Wales, USA, Finland, Norge, Armenien, and now Singapore
- We have an international network with people working with Passion for life we meet and share stories 2 time/year.

Anette Nilsson, Qulturum

One day when we share life recipes
Story telling…

Family Centre Project
Talk about the project and the experience got from Sweden.
Main target groups within project activities.
New idea from Anette Nilsson to have a group of mothers in law.
The main goal in Family Centre before was the following. 
How to organize the work? 
Talk about meetings’ conducting, delivers, context and whole organization process.

We use the PDSA wheel one example how to cook fish with butter or with oil, then we say the doctors recommend it with oil. They go home and try to do it in a new way with oil. They come back and share experiences and learn from others.

Thank you and may the road rise to meet you!
You must be the change you wish to see in the world.

- Mahatma Gandhi –

Thank you for listening and may the road rise to meet you!