

## Aligning professional future-oriented training on health promotion to boost development and economic growth in Läänemaa and Helsinki-Uusimaa regions (HPP)



Programme Priority: P4 Skilled and socially inclusive region

Programme Specific Objective: 4.2. More aligned vocational education and training (VET) programmes in the Central Baltic region

Sub-programme: Southern Finland - Estonia

Duration: 01.07.2016 - 31.12.2019

Total funding: 680.839 EUR

ERDF funding: 549.666 EUR ERDF

Project Summary:

Skills play a key role in the market economy; by investing in education and skills needed in the years to come, policymakers, enterprises, schools and individuals can help to support the future economic development.

In order to individuate which skills and educational backgrounds are going to be needed in the future, it is necessary to conduct research about trends and changes in the labour market, devise strategies and plan actions which can support the future direction towards which the economy is directed. The challenge educational institutions face in this context, is foreseeing economic trends in order to shape new curricula for the professions needed in the future. By failing to anticipate and/or react to those trends, schools are unable to shape the careers of tomorrow.

For these reasons, this project aims at conducting a survey in Finland and Estonia about training needs and future skill demands in the health promotion sector, analyse the results and develop a holistic training strategy for vocational education and training (VET) and applied higher education (AHE) providers in Finland and Estonia, designing at least 10 new aligned AHE study programmes and 6 new aligned VET study programmes. All new programmes will be tested and implemented, evaluated and improved. The main findings of the survey and the new study programmes developed under this project will be made available to the public through two international conferences held in Helsinki and Haapsalu, as well as on the project website [hpp.tlu.ee](http://hpp.tlu.ee).

## Map of Partners

## Partners

Lead Partner

### Tallinna Ülikool

Country: EE

[www.hk.tlu.ee](http://www.hk.tlu.ee) [1]

Partner budget: 276.487 EUR

Amount of ERDF funding: 235.014 EUR ERDF

Project Partners

### Metropolia Ammatikorkeakoulu

Country: FI

[ww.metropolia.fi](http://ww.metropolia.fi) [2]

Partner budget: 290.468 EUR

Amount of ERDF funding: 217.851 EUR ERDF

### Haapsalu Kutsehariduskeskus

Country: EE

[www.hkhk.edu.ee](http://www.hkhk.edu.ee) [3]

Partner budget: 113.885 EUR

Amount of ERDF funding: 96.802 EUR ERDF

Associated Partners

### HUS - Helsingin ja Uudenmaan sairaanhoitopiiri

Country: FI

### SA Läänemaa Haigla

Country: EE

### Tehy - Sosiaali- ja terveysalan ammattijärjestö

Country: FI

## Results

### Expected results

### Achieved results

Project result in category - Aligned vocational education and training programme

### HPP - training future professionals in health promotion

An important issue related to sustainable development is holistic human health and wellbeing. In order for people to learn how to care for their health and wellbeing themselves, future professionals from different fields need to be trained in how holistic human health and wellbeing promotion.

Central Baltic HPP - Health Promotion Programme – a cross-border cooperation project between Helsinki-Uusimaa and Läänemaa region, tackled this challenge by:

- **Identifying training needs** in the field of health promotion. In this phase over 800 field experts provided their insights which created the background for the programme's following phases. Their insights are collected [here](#) [4].
- **16 study programmes** were designed based on the training needs identified in the previous phase. For each of the study courses, a study card in three languages was prepared. The overview of the project and the developed programmes are introduced in the HPP [e-booklet](#) [5] (Chapter 8).
- **Testing and Implementation** of the developed programmes followed in all partner organizations. The content of each programme was improved with the help of anonymous student feedback and additional study material was developed:

. [Animation about the use of Social Media](#) [6]

. [Study video about light pollution](#) [7]

. [Boardgame "Planning our living environment"](#) [8] (the online version of the game in Estonian is available [here](#) [9])

- Two dissemination events were organised at the end of the project in Tallinn and Helsinki. Throughout the project lifecycle presentations and seminars were held in Estonia, Finland and elsewhere. A complete overview of the scope of dissemination activities is available from the project [outreach map](#) [10].

#### At a glance

- 800 professionals involved
- 16 new programmes

#### Tags

[education and training](#) [11]

[health and social services](#) [12]

**Project Visibility**

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