

**INTEGRATION HEALTH PROMOTION INTO HOSPITAL CARE:
DEVELOPMENT OF HEALTH PROMOTING HOSPITAL (HPH) : THE
BENEFITS, CHALLENGES AND THE IMPLEMENTATION FOR FUTURE
HOSPITAL IN INDONESIA**

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ABSTRACT

Tujuan penulisan artikel ini adalah mendeskripsikan tentang pengembangan Layanan Promosi Kesehatan kedalam layanan Rumah Sakit melalui pengembangan Promosi Kesehatan Rumah Sakit [HPH]. Data yang diperlukan dihimpun melalui kajian teks jurnal ,buku, dan data statistik, selanjutnya dianalisis menggunakan teknik analisis isi. Berdasarkan studi literatur menunjukkan bahwa perlunya membangun dan mengembangkan layanan Promosi Kesehatan RS dimana sangat bermanfaat untuk organisasi, management, pasien dan keluarga dan masyarakat sekitar. Khususnya hasil dari studi ini mempunyai implikasi dan memiliki kontribusi yang besar untuk berkembangnya and suksesnya pengembangan RS yang lebih mempromosikan kesehatan di Indonesia khususnya para manager dan staf untuk meningkatkan pemahaman mereka tentang pentingnya mengubah pandangan tentang layanan RS untuk lebih mengutamakan promosi kesehatan selain pelayanan dan menerapkan promosi kesehatan dalam rutinitas kerja mereka.

Kata Kunci: HPH, Promosi Kesehatan dan Pelayanan RS

ABSTRACT

This paper aims to provide a useful introduction of development and implementation of health promoting hospital (HPH), highlight the benefits, activities, barriers, strategies for implementation. It also points out the important of implementation for future hospitals in Indonesia and offer recommendations. The research design used literature study. Source of Data of this research is collected through journal text, books and data statistic and then it is analyzed with content analysis techniques. Based on literature study shows that its needs to develop and implement Health Promoting Hospital (HPH) which yield many benefits for hospital organization, management, patients and relatives, and community. In particular, the findings should have important implication and large contribution for development and successful implementation Health Promoting Hospitals in Indonesia particularly to Hospital management and staffs to enhance their understanding and awareness of the importance of reorienting Hospital service to becoming more health promoting and its implication to hospital and community, and engage them to implement HPH in Hospital daily activities.

Keywords: HPH and Health Promoting, Hospital service

INTRODUCTION

The rapid increase of the prevalence of chronic diseases become the global burden on health care system. Chronic diseases including cardiovascular diseases, cancer, chronic respiratory diseases, and diabetes have become a global health concerns due to rapid increase into the prevalence worldwide and their contribution to the high rate of morbidity and mortality. The global chronic disease epidemic increases every decade. According to Murray & Lopez (2003 cited in Yach et al., 2004), the burden of chronic diseases causes about 29 million of deaths and the rate is estimated to double by the year 2020. The Burden of chronic diseases occurs mainly in developing countries and it is reported that less effort is made to address this problem compared to developed countries which have already started to resolve these health

issue (Yach et al., 2004). Indonesia is one of the developing countries that experience a devastating rate of chronic diseases as well as huge health consequences resulted from this burden (WHO 2002).

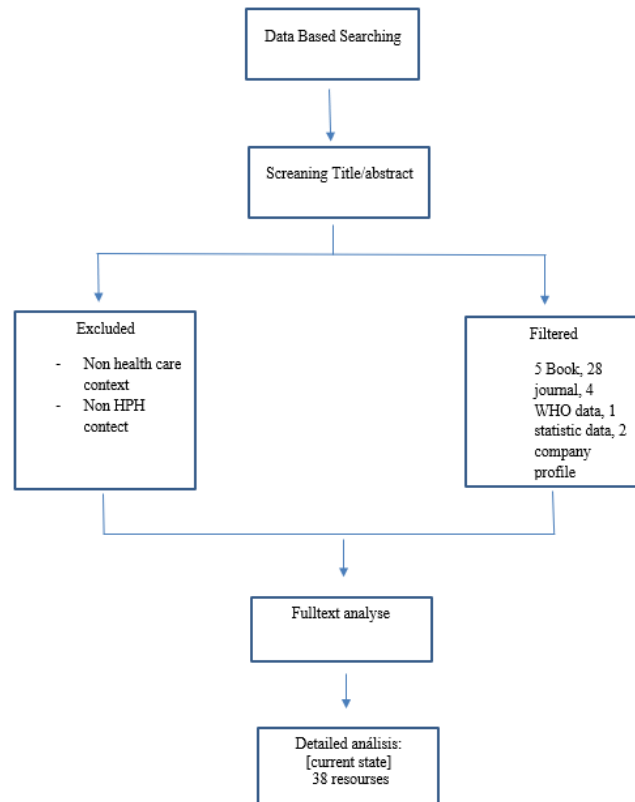
Chronic diseases have emerged as a global burden on health care system including hospitals. This burden impacts on hospital services in terms of increasing numbers of hospital admission, average length of stay in the hospital, utilization of advanced hospital facilities such as critical care which contribute to a high health cost for community and patients and a rise in the hospital expenditure. Meanwhile, chronic diseases have a major effect on disability and reducing quality of patients' life and the wider community (Major, Watkins & Matthews 2004, AIHW 2005, and Swerissen 2006).

To support the topic discussion there are many data available that include the definition of Health Promoting Hospital (Cullen 2002) and the concept (Pelikan, Krajic & Dietzher 2001, WHO 2007). The main focus of activity of HPH ((Johnson & Baum 2001), HPH benefits ((WHO 2007, Polluste et al., 2007). The challenges of implementation of HPH ((Tountas et al 2004, Deccache & Ballekom 2001). And the HPH implementation and strategies include the tools (Johnson & Paton 2007)

This topic is raised to tackle the epidemic of chronic diseases and reduce this burden that threatening the quality of human life, it is possible for hospitals as health service provider to implement health promoting hospital. Hospitals are health institutions that can address a large sector of the population with their main role in the health care system. Hospitals as a setting can be possible to play important roles in building health promotion initiatives against the epidemic of chronic diseases and reducing this burden that threatens the quality of human life. Hospitals are considered appropriate setting for implementation of this initiative. This refers to a hospital's functions as a social setting in which patients and the local communities are affected by the hospital service and a health service provider within community. This implementation will enhance the quality of hospital service as part of health care system. Health Promoting Hospital (HPH) will help hospitals in achieving their mission to improve health and quality of human life, and achieve a sustainable health as well as hospital efficiency (WHO 2009). The topic addresses the development and implementation of Health Promoting Hospitals for future hospital in Indonesia and Sanglah Hospital as one of Hospital in Indonesia that relevant to the issue.

RESEARCH METHOD

We used the standard systematic literature review method employing a manual search of 26 journals, 5 books, 4 WHO data, 1 statistic data and 2 company profile. The steps in the systematic literature review method are documented below.



Flow Chart of the Systematic Literature Review

RESULT AND DISCUSSION

Base on the results of systematic literature studies we obtain 26 journals , 5 books, 4 WHO data, 1 statistic data and 2 company profile. These resouces identify Integration Health Promotion Into Hospital Care: Development Of Health Promoting Hospital [Hph]: The Benefits, Challenges And The Implementation For Future Hospital In Indonesia

Tabel 1. Analysing Integration Health Promotion Into Hospital Care: Development Of Health Promoting Hospital [Hph]: The Benefits, Challenges And The Implementation For Future Hospital In Indonesia

	Writer's name	Title Source	Method	Instrument
1	Australian Institute of Health and Welfare (AIHW)	Use of hospital services for chronic diseases	Literature review	Fulltext Análisis
2	Deccache, A & Ballekom, K	Patient education in Belgium: evolution , policy and perspective, <i>Patient education and counseling</i>	Literature review	Abstract Análisis
3	Funnell, M & Anderson, R	Empowerment and self management on diabetes, <i>American Diabetes Association</i>	Literature review	Fulltext Análisis
4	Gani, A	Improving quality in public sector hospitals in Indonesia', <i>International Journal of Health Planning and Management</i>	Literature review	Fulltext Análisis

5	Groene, O, Jorgensen, SJ & Barbero, MG	Standards for health promotion in hospital: Self assessment tool for pilot implementation	Literature review	Fulltext Analysis
6	Groene, O & Jorgensen, SJ	Health promotion in hospitals- a strategy to improve quality in health care	Literature review	Abstract Analysis
7	Groene, O	Evaluating the progress of the health promoting hospitals initiative? A WHO perspective	Literature review	Fulltext Analysis
8	Groene, O	'Implementing health promotion in hospital: Manual and self assessment form	Literature review	Fulltext Analysis
9	Guo, XH, Tian, XY, Pan, YS, Hang, XH, Wu, SY, Wang, W & Lin, V	Managerial attitudes on the development of health promoting hospitals in Beijing	Literature review	Fulltext Analysis
10	Hawe, P, Noort, M, King, L & Jordens, C	'Multiplying health gain: the critical role of capacity building within health promotion programs	Literature review	Fulltext Analysis
11	Himel, S 2008	Evidence-based health promotion in clinical settings	Literature review	Fulltext Analysis
12	Indonesia Central Statistic Bureau	Brief information about BPS and statistic highlights	Literature review	Data statistic Analysis
13	Johnson 1998	Reorienting a hospital to be more health promoting: a case study of the Women's and Children's Hospital	Literature review	Fulltext Analysis
14	Johnson, A & Baum, F	Health promoting hospitals: a typology of different organizational approach to health promotion	Literature review	Fulltext Analysis
15	Johnson, A & Paton, K	<i>Health Promotion and Health Services</i>	Literature review	Textbook Analysis
16	Keleher, H & Murphy, B	<i>Understanding Health: A determinants approach</i>	Literature review	Textbook Analysis
17	Keleher, H, Macdougall, C & Murphy, B	<i>Understanding health promotion</i>	Literature review	Textbook Analysis
18	Mayor, S, Watkins, J & Matthews, I, P	Burden and Impact of a Millennium Outbreak of Influenza in The United Kingdom on Individuals and Society	Literature review	Fulltext Analysis
19	Ministry of Health of Indonesia	Indonesian health profile	Literature review	Text Analysis
20	Nawi, Ng	Chronic disease risk factors in a transition country'	Literature review	Textbook Analysis
21	Olden, PC & Clement, DG	The prevalence of hospital health promotion and disease prevention services: good news, bad news, and policy implications	Literature review	Fulltext Analysis
22	Olden, PC	Why hospitals offer health promotion: perspective for collaborating with health promotion practitioners	Literature review	Fulltext Analysis
23	Pelikan, JM & Barbero, MG	Health Promoting Hospitals in Practice: developing projects and networks	Literature review	Fulltext Analysis

24	Pelikan , JM, Barbero,MG, Lonig, H, Krajic, K & Paul, R	Pathways to a health promoting hospital: experience of	Literature review	Fulltext Analysis
25	Pelikan, JM, Krajic, K & Di	The health promoting hospital (HPH) : concept and development'	Literature review	Fulltext Analysis
26	Polluste , K, Alop, J, Groene, O, Harm, T, Merisalu, E & Suurorg, L	Health Promoting Hospital in Estonia: what are they doing differently?	Literature review	Fulltext Analysis
27	Rowitz, L 2001	<i>Public Health Leadership: Putting principles into practice</i>	Literature review	Textbook Analysis
28	Stanton <i>et al.</i> ,	Barriers to health promotion activities in public hospital'	Literature review	Fulltext Analysis
29	Stone et al.,	Empowering patient with diabetes: a qualitative primary care study focusing on South Asians in Leicester ,UK'	Literature review	Fulltext Analysis
30	Swerissen, H	Funding Program for Chronic Diseases Prevention and Management, <i>Faculty of Health Science</i>	Literature review	Textbook Analysis
31		Sanglah Hospital Company Profile	Literature review	Profile Analysis
32	Tountas , Y, Pavi, E, Tsamandouraki, K, Arkadopoulus, N & Triantafyllou	' Evaluation of the participation of Aretaieion Hospital, Greece in the WHO Pilot Project of Health Promoting Hospitals	Literature review	Fulltext Analysis
33	WHO 2003	Diet, nutrition and the prevention of chronic diseases'	Literature review	Fulltext Analysis
34	WHO Europe	Standard for health promotion in hospital	Literature review	Fulltext Analysis
35	Whitehead, D	The European Health Promoting Hospital (HPH) project: how far on?	Literature review	Fulltext Analysis
36	WHO 2007	The international network of health promoting hospitals and health services: integrating health promotion into hospitals and health services, concept, framework and organization	Literature review	Text Analysis
37	WHO 2009	The History of the Healthy Settings Movement	Literature review	Text Analysis
38	Yeatman, HR & Nove, T	Reorienting health services with capacity building: a case study of the core skills in health promotion project	Literature review	Fulltext Analysis

Table 1 shows 26 journals , 5 books, 4 WHO data, 1 statistic data and 2 company profile wich describe about Integration Health Promotion Into Hospital Care: Development Of Health

Promoting Hospital [Hph]: The Benefits, Challenges And The Implementation For Future Hospital In Indonesia.

The research by Pelikan, Krajic & Dietzher 2001 and WHO 2007, found a concept of HPH. Health promotion Hospital is a concept of development of hospital to become model of healthy organization (Cullen 2002). This concept developed based on Ottawa Charter for health promotion (WHO 1986) which emphasizes on the reorientation of health care service to gain health. According to Johnson & Paton 2007, In hospital, this concept means re-orienting the hospital service to become more health promoting for patients, staff and hospitals communities and changing the organization infrastructure to support and impact on health (Johnson & Paton 2007). They further mention that hospital organization orientation includes reorienting of goal of hospitals to promote health, developing hospital foundation for health promotion and building health promotion program in the hospital

Study by Pelikan, Krajic, & Dietscher 2001, Tountas et al., 2004, WHO Europe 2007; and Guo, 2007, show The Vienna Recommendations for Health Promoting Hospital (WHO 1997) include the principle and the strategy of HPH as we can see on the **appendix 1 and 2**.

Keleher, Macdougall & Murphy 2007 found the definition of Health promotion Hospital means 'enabling people to increase control over and to improve their health' In doing so, the HPH intervention activity is built based on main functions of hospital as social setting, workplace setting, health service provider and health organization (WHO 2007, Pelikan, Krajic, & Dietscher 2001). Johnson & Baum, 2001 says The HPH activity is focused mainly on four main areas: promoting health for patients, staff, community and change organization to health promotion setting

1. Promoting the health for patients and families
2. Promoting health for staff
3. changing organization to health promoting setting
4. promoting the health for community

The Benefits of Health Promoting Hospitals mentioned by (WHO 2007, Polluste et al., 2007).

Health Promotion intervention in hospital is beneficial for patients and families, health professional, hospital management and community

1. Patients' benefit
2. Staff's benefit
3. Hospital management's benefit

For Hospital and management, HPH benefits to improve quality of hospital service and outcomes, raise the hospital's cost-effectiveness and efficiency, improve hospital reputation as service provider and workplace, for example reduce staff turnover as healthy work environment have been built based on WHO 2007 and research by Olden 2003)

Challenges in implementation of Health Promoting Hospitals

There are many barriers that can be faced in implementing HPH. These include at system, organization, patients and families, at service provider.

1. Management, organization and staff's barriers

According to Gou et al, 2007, At managerial level the barriers are; lack of understanding of concept of HPH and its benefit, lack of interest and personnel shortage. An evaluation on the impact of HPH pilot project in 44 hospitals in Beijing found that staff and manager did not understand about the HPH background. Many staff and managers believe that HPH is not part of their responsibility explained by WHO 2003a cited in Whitehead 2004). The evaluation in Beijing also identified that many staff and manager believe that HPH is not so important as curative care as mentioned by Gou et al, 2007). A similar evaluation at Aretaieion Hospital have been encountered both financial and human problem (lack of funding, lack of time and

limited staff) are the main problems of HPH development (Tountas et al 2004). Study by Tountas et al 2004, Deccache & Ballekom 2001 shows At organization level, the barriers are lack of organization commitment on promoting health, lack of resources, lack of funds, lack of government and policy to support development and implementation of health promotion approach in hospital.

2. Health professional' barriers

The barrier found at professional level is culture shift to become more patient- oriented. Johnson (2000 cited in Whitehead 2004) stated that its difficulty to change main set or attitude of doctors, nurses and dietician etc is to move from diseases -based care to health promotion oriented work into their practice (Blinkhorn 2002 cited in Whitehead 2004). It is supported by HPH as still a new approach which is difficult to compete with dominant culture of evidence based curative (Pelikan et al., 1998). It is difficult to change the roles of culture of health professionals to become health promoter (Himel 2008). Health practitioners also find difficulty in changing their traditional role to more equal partnership and collaborative with patients (Stanton *et al.*, 1996).

According to Himel 2008, Lack of awareness of health practitioner to adopt health promotion approach is the other barrier. They believe that HPH is not their business. Development of new skills on HPH is also a barrier to applying health promotion approach. Most of doctors, nurses etc have problem with communication within their team and to the patients . Lastly, lack of time, most health professionals find difficulty in providing time for health promotion. Doctors may feel health promotion work as time consuming in identifying external and internal patient problems (Funnell & Anderson 2004).

3. Patients' barriers

The barrier at patients include culture shift of patient's role in managing their own care and changing attitudes. It challenges to gain patients' self management control over their diseases study by Stone et al., 2005 , Himel 2008). It is also difficult to change their attitude to make own decision for better choice that impact on health improvement. This is caused by their culture that resisting them to change their attitude to learn and understand their roles as described by Stone et al., 2005).

HPH' implementation and strategies

Health Promoting Hospital in its implementation is underpinned and guided by The Vienna Recommendations for Health Promoting Hospital (WHO 1997). Study research by Whitehead 2004; Tountas et al., 2004, Pelikan, Krajic, & Dietscher 2001, Pelikan et al , 1998). As we can **See appendix 3**. The Strategy of HPH which are:

1. Commitment

Commitment of change is related to leadership and partnership. In this level, support from top management level and staff is required to realize the commitment to change said by Yeatman & Nove, 2002 , WHO [2007]. Enhancing the commitment for management for HPH include 'the principles of health in the daily decision making processes' mentioned in Vienna Recommendation WHO [1997] and WHO [2007].

2. Leadership and partnership

Leadership is essential component for hospital organization in introducing and leading the change. According to Rowitz (2001), Johnson & Paton (2007) , a range of leadership skills is required in leading and managing a change include sharing the vision of promoting health activity , demonstrating commitment to the vision, fostering and facilitating collaboration and partnership , building teams, and setting priorities. More proactive leadership is needed, in this activity leaders can motivate staff on the need to change services to promoting health and support staff in incorporating health promotion activity into their work practices. In addition, change can be accelerated with alliances and partnership with other sectors , government and

funding bodies into national and regional and international level to facilitate resources to support change (Yeatman & Nove 2002, WHO 2003).

3. Communication

Effective communication is useful in increasing awareness, improving knowledge and motivating for staffs, patients and community to change in their attitude and behavior to promote health. Sustained communication will enable influencing organization and its elements to implement HPH approach (WHO 2003).

4. Resources

Resources are other element that is really important in development and implementation HPH. Resources are linked to staff and funds. Hospital in implementing HPH needs budget to develop health promotion program especially in conducting health education (WHO 2007). In doing so, the top management can create funding by collaborating and doing partnership with funding agency as study by Yeatman & Nove 2002, Guo et al ., 2007

5. Education

Reorienting hospitals services to be more supportive in health promotion requires increase capacity of staff, manager, health professional etc to understand concept of and activity of HPH and benefits (Hawe et al 1997, Himel 2008). In doing so regular training and education in the content, methods and skills of health education and health promotion are needed to increase the professional skills of hospital staff (doctors, nurses, other health professionals). It is also training for managerial staff of principle, knowledge and approach in HPH (Guo et al 2007).

6. Networking

Networking is other important component in successful HPH implementation. Network at local, regional, national and international level benefits hospitals in sharing knowledge and information in better strategies, tools, guidelines in reorienting service to achieve the goals. It includes conferences, website etc (WHO 2007, Pelikan & Barbero 1998).

7. Using tools in implementing HPH

The study by Johnson & Paton 2007, Groene 2006 underline Many tools are available in implementing HPH activities in hospital. These tools or techniques aim to enable managers and health professional in assessing activity in reorientation of hospital service to achieve the goal towards promoting health. It also requires to increase the capacity of organization in reorienting hospital service and to improve the quality of hospital service . The tool can be used in different type depending on the capability of hospital to support the assessment process. The hospital management can choose the best tools that result in the best outcome according to Johnson & Paton 2007). The following are the tools that can be used to assess the commitment of organization in re-orienting health service at hospital. Here are tree tool of HPH service;

**Health Promoting Health Services
Reorientation Framework**

Reorientation
goal

Do a health promotion Project
Delegate to a department to do
Health promoting setting

Foundation
Approaches

Primary Health Care approach to health
Organization Development approach to change

Organizational
Health promotion
Program

Change performance focus for transformational and transactional change [Burke-Litwin model]

Health promotion
Sub-program

Patient & families	staff	Organization environment	Physical categories	Community & environment
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Health
Promotion
Approach

Individual			Population	
Screening imunisasi	Health education	Health Informations	Organization development	Community action , etc

Tool 1. Health Promoting Health services assessment tool

Resource: Johnson & Paton 2007

Reorientation goal

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Tool 2. organizational assessment

Question	Response to question
1. What is the goal for health promotion by leaders in your health service? (circle your response)	a. to do health promotion activities and project
	b. delegate to someone to do health promotion on behalf of the health service
	c. be a health promotion setting a commitment to improving the health of broader community served by the health service
	d. others (please specify)
2. What evidence do you have to support your assessment? Please describe	
3. If the response to question 1, not d, is there a possibility for a change in commitment?	<input type="checkbox"/> Yes <input type="checkbox"/> no n/a
4. If the response to quest 1 is not d , what goal do you think is possible to achieve in the short term and why?	

Tool 3. Organizational health promotion program

A. Transformational factors External environment	
1. what are the factors external to the health service that are driving the health service to becoming more health promoting (for example, community and consumer views, funding requirements, government policy, etc?	
2. What are the factors external to the health service that are barriers to the health service becoming more health promoting (for example, community and consumer views, etc	
3. do community members and consumers provide input into the decision making of the health service? If so, how and what do they suggest?	

Resource : Johnson & Paton 2007

8. Evaluation

Study research by Groene 2005 and WHO [2004] describe The last important strategy in successful implementation of HPH is evaluation. Evaluation is useful to assess the health promotion activities in hospitals to improve the quality of HP service and health outcome, and to sustain quality improvement (Groene, Jorgensen & Barbero 2004). It involves developing standard evaluation or tools to monitor and evaluate implementation of HPH in hospital. The example of standards are attached (**as we can see appendix 3**)

Implementation of Health Promoting Hospital in Indonesia and its implication for future hospital

Currently Indonesia experienced a rapid increase in the prevalence of chronic diseases. WHO (2002) reported that from the total deaths in Indonesia in 2002 (1.626.000), it was approximately 60% caused by chronic diseases (986.000). Ministry of Health Indonesia (2006) and Indonesia Central Statistical Bureau (2003) stated that the major cause of mortality have changed from infections to cardiovascular diseases (CVD) and the proportion of death rose up to 10% between 1992-2001 (Nawi 2003). The diseases related behavior transition that increased in the last decade in Indonesia and have become the major cause of death in Indonesian population. In Indonesia, prevention and management control of chronic diseases prevention have not been optimally developed. Reliable data on prevalence of chronic diseases in Indonesia is not available. The data about prevalence of chronic diseases are compiled mostly from routine hospital report (Nawi 2003).

In Indonesia, there is no substantial policy addressing the implementation of health promotion hospital. There are no significant authority interventions for hospital to play health promotion activity that decrease the prevalence of chronic diseases, morbidity and mortality. Most hospitals in Indonesia play roles mainly as curative intervention, not for improving health (Nawi 2003). Nawi (2003), further stated that the national strategy and policy for hospital controlling chronic diseases formulated by the Indonesian Ministry of Health in 2003 was only focused on curative care.

Implementation of health promoting hospital in Sanglah Hospital in Bali as one of Hospital in Indonesia is relevant to current increase in the chronic diseases rate in Indonesia and increase demand for quality hospital service (Gani 1996). As the biggest referral hospital for Bali, and others island in Indonesia like West Nusa Tenggara and East Nusa Tenggara , and also as a hospital standing in the most desirable area for tourism, it is necessary for Sanglah Hospital to reorient their service to becoming more health promoting to be able to provide the best quality of service as one of the company visions and address company mission in providing the best health services through prime health services and development in hospital services (Sanglah Hospital Company profile 2005).

As represent earlier, Sanglah Hospital will benefits from implementing HPH. The important implication of HPH' implementation for Sanglah Hospital could increase chronic diseases prevention, enhance quality of health of patients, staff, and communities who seek medical treatment at Sanglah Hospital. It also addresses better health outcome , hospital cost efficiency, and improve the image of Sanglah Hospital as the best hospital in services nationally and internationally.

To succeed in reorienting the services in Sanglah Hospital to become health promoting , comprehensive strategies can be employed. First of all, it is strong commitment for organizational and management to integrate health promotion action into their daily working in hospital. Secondly, it is an integration of leadership, partnership and communication to support commitment and resources. Thirdly, it increases capacity building of hospital management and staffs in reorienting health service through education, communication and alliances, networking and using tools. The last important one is an evaluation on the progress of implementation of HPH using standard evaluation. These strategies will obviously facilitate Sanglah hospitals to implement HPH that it becomes an integral part of Sanglah Hospital daily service to achieve goals for better quality of service .

CONCLUSION

It is obvious that Indonesia's Hospital that include Sanglah Hospital needs to develop and implement Health Promoting Hospital (HPH) which yield many benefits for hospital organization, management, patients and relatives, and community. Even though, several barriers may be faced in term of the implementation; these barriers can be overcome by using comprehensive and integral strategies (leadership and partnership, commitment, communication, education, resources, using tools, networking, and evaluation). These strategies can extensively support Indonesia's Hospital and Sanglah Hospital organization to be successful in reorienting their service that impact on improvement of Hospital service in Indonesia.

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