

Photo: House of Vision/Göteborg & Co.

International Forum on Quality and Safety in Healthcare 2022

Small steps towards a healthier lifestyle – a Gothenburg Way to Legacy project

International Forum on Quality and Safety in Healthcare

The International Forum is one of the world's leading health care meetings, inspiring healthcare leaders, practitioners and patients towards a better, safer and higher quality of care. Furthermore, the meeting has a strong population health prevention and promotion track and seeks to involve society and citizens. The theme for the Gothenburg 2022 conference was "Creating Tomorrow Today". A sub-theme was "Population and Public Health".

Gothenburg's 400th Anniversary – Focus Year 2022: Health

In 2009, The City of Gothenburg decided to use its 400th Anniversary in 2023 as a catalyst for city development. The city invited everyone to share their dreams and ideas for the future, contributing to an even better city. Citizens, the city administration, businesses and focus groups submitted thousands of ideas. Focus Years were created as platforms for collaboration around set themes. Focus Year 2022: Health, integrates all aspects of the health perspective and spans the entire life cycle. The Anniversary organisation is part of Göteborg & Co.

Before

The programme of each International Forum is developed in close partnership with regional strategic partners. Leading up to the 2022 conference, Gothenburg Convention Bureau initiated a collaboration between the city and the strategic partners: Swedish Association of Local Authorities and Regions (SALAR), and the Regions of Västra Götaland, Jönköping and Kronoberg. The intention was to create impact, utilising the conference's public health focus. Activities could then take place within the framework of Gothenburg's 400th Anniversary Focus Year 2022: Health. The initiative was received with great enthusiasm. Several creative meetings followed with the strategic partners, patient organisations, the convention bureau and the Anniversary organisation.

Together, the impact group identified a couple of themes corresponding with the focus of the International Forum. Aligning best with Focus Year 2022: Health, was: health-pro-

motion: public health, individual and family-centred health and care, mental health, and needs of the young and elderly.

Stakeholder's goals and visions aligning with the theme

British Medical Journal (BMJ) and the Institute for Healthcare Improvement (IHI) are the organisers of the International Forum. BMJ describes in its Impact Report how a partnership with patients and the public is vital for better, safer, and more sustainable healthcare. IHI's aim is for everyone in the world, to have the best possible health and receive the best possible healthcare. The organisers' goal for the International Forum is to improve outcomes for patients and society.

Sweden's national public health goals are to create the right conditions for good and equal health in the entire population and to close the avoidable health gaps within a generation. The overall public health goals of the Gothenburg re-

gion are to reduce health disparities and for citizens to have the best possible health. Everyone should be able to improve their health, leading to better overall population health.

Questions to be answered by the impact group:

- Can we align the visions of the IHI/BMJ and the strategic partners with those of the city and region?
- What is our intention of impact? Who is the targeted audience, and how would we like them to be impacted by our project?
- What are the outcomes needed to lead to our intended impact?
- What activities need to be created to achieve those outcomes?
- What stakeholders should be included? Who will be responsible for what?
- Depending on objectives and activities – how should the impact be evaluated, measured and communicated, and by whom?

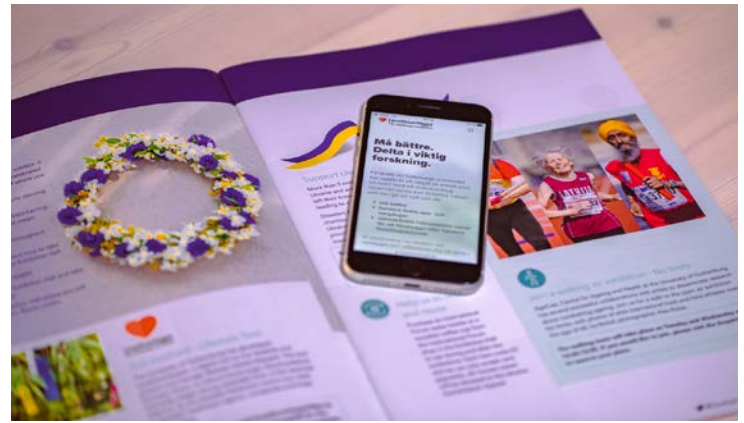
Purpose and objectives

The intention of impact was a healthier population. It is difficult for people to make large lifestyle changes to achieve better health. Therefore, the impact group decided to influence and contribute to citizens and delegates taking small steps towards a healthier lifestyle by co-creating health-promoting activities. Through incorporating the impact project into Gothenburg's 400th Anniversary, a major impact and legacy initiative in its own right, it would also be possible to showcase local health promotion initiatives. It was also of interest to find out whether the broad health perspective of all stakeholders corresponded with public opinion.

During

Activities created in line with the purpose and objectives:

- Collaboration with Livsstilsverktyget (Lifestyle Tool), a large research study and tool developed at the University of Gothenburg. The study investigates how people deal with daily life challenges and how it impacts their health. Regular use of the tool will make it easier to prioritise health in day-to-day life. The plan is for the tool to have broad implementation in national public health work. A tailored URL was created for the impact project and the Lifestyle Tool promoted to both citizens and delegates.
- A public pop-up arena in the main shopping centre of Gothenburg themed "Together for an Even Better City" and "Health in Focus". The venue was chosen because of its large number of visitors, representing a cross section of society. The event showcased 12 local health promoting organisations and innovative initiatives, spanning all areas of health, inspiring and motivating visitors to the arena to take steps towards a healthier lifestyle. The Lifestyle Tool was promoted onsite.
- Visitors to the pop-up arena were asked to answer the question "What Does Health Mean to You?". Delegates were asked a similar question by the International Forum organisers.



Top: Through easy access to the Lifestyle Tool, it is possible for users to prioritise their health in everyday life. Photo: Linda Nordberg/Göteborg & Co.

Under: Health was in focus at the pop-up arena in the main shopping centre. Photo: House of Vision/Göteborg & Co.



The International Forum 2022 impact project shows commitment to the UN's Sustainable Development Goal 3 "Good health and well-being for all", and Target 3.4, focusing on preventive measures and care to minimise the number of premature deaths.

- Delegates could participate in a guided tour of No Limits. The outdoor photo exhibition, by the British photographer Alex Rotas, showcases older athletes, challenges perceptions about what we can do as we get older and promotes active ageing. The guides came from the Centre for Ageing and Health at the University of Gothenburg.
- The convention bureau works closely with the regional economic development agency, Business Region Göteborg. Meetings are considered a tool for talent attraction. During the International Forum, the organisations exhibited together for the first time, presenting the destination as a place to work in, live in and visit. The Lifestyle Tool was promoted at the stand, encouraging delegates to sign up.

After Output

- 400 visitors to the pop-up arena.
- Public service radio broadcasted live during the pop-up event and interviewed convention bureau staff about the initiative.
- A press release generated two articles in local press.
- The No Limits exhibition was very appreciated. Participating delegates showed great interest and commitment.

Outcomes

- The public was made aware that it is possible to improve their own health through small lifestyle changes and were provided with tools to do so.
- Health-promoting organisations were given the opportunity to meet the public and reach a wider audience.
- The Lifestyle Tool, with the tailored URL, will continue to be promoted by the anniversary organisation. It will be possible to measure how many sign up to the tool, and follow their health journey. In 2025, the researchers will follow up how many were helped by the tool and experience better health.
- The answers in the “What Does Health Mean to You” survey were mapped and turned out to be consistent with the same broad view on health as that of the impact project stakeholders.
- Intensified collaboration between Gothenburg Convention Bureau and Business Region Göteborg leading to similar joint activities at future meetings.

Learnings and recommendations

- A meeting impact project takes a lot of time and resources. Be structured. Make sure responsibilities are clearly defined and the necessary resources are available.
- Utilise existing platforms or frameworks where possible, such as Gothenburg’s 400th Anniversary in this project.
- The impact will be greater if you create something that can be replicated and used at future meetings. While the Lifestyle Tool is available both in Swedish and English, only the Swedish version is linked to the research study. If the English version had been as well, it would have made sense to continue using it at future International Forums.
- Communicate impact throughout the project. The International Forum impact project is used as an inspiring and educational case study, of how to utilise meetings strategically to make a positive societal impact. A short film has been produced featuring one of the International Forum’s strategic partners, SALAR, on the benefits of working closely with the host destination. SALAR has also presented the project to Swedish associations and convention bureaus, at an event hosted by the Swedish Network of Convention Bureaus.
- Partner with a convention bureau that knows the local context, has an established network and can connect you with local stakeholders.



Top and middle: The pop-up arena in the main shopping centre attracted both young and old.

Under: The photo exhibition No Limits was enjoyed by participating delegates.

