

## Awareness and Attitude of the Managers in Teaching Hospitals of Tabriz University of Medical Sciences towards Health Promoting Hospitals

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ARTICLE INFO	ABSTRACT
<p><b>Article type:</b> Original Article</p> <hr/> <p><b>Article history:</b> Received: 06-Jan-2018 Accepted: 03-Feb-2018</p> <hr/> <p><b>Keywords:</b> Attitude Awareness Health promoting hospitals Hospital Managers</p>	<p><b>Introduction:</b> The mission of health promoting hospitals is to change the treatment-based attitude to health-based and health promoting attitude to patients, personnel, clients and all groups of the society. The present study was conducted to investigate the awareness and attitude of the managers of teaching hospitals in Tabriz City towards health promoting hospitals.</p> <p><b>Materials and Methods:</b> The present study was descriptive-analytic research. The study population included all the bosses and managers at different levels of teaching hospitals in Tabriz City. A researcher-made questionnaire was used to data collection. Data were analyzed using SPSS19 Software, descriptive statistics, t-test, analysis of variance (ANOVA) and Spearman's correlation coefficient test.</p> <p><b>Results:</b> In the studied teaching hospitals, awareness and attitude of managers were significantly higher than mean. In addition, there was significant relationship between managers' awareness and their attitudes (<math>P &lt; 0.013</math>). The results of ANOVA test showed that there was significant difference between the awareness of managers having 6-10 years of work experience and managers who had 11-15 years of work experience (<math>P &lt; 0.01</math>).</p> <p><b>Conclusion:</b> The results of present study showed that the awareness and attitude of managers towards health promoting hospitals were at desirable level. This could be a basis for informing other personnel and establishing health promoting policy in hospitals. Regarding the readiness of hospitals, it seems necessary to determine a given and specific framework and policy in the Ministry of Health in order to establish health promoting hospitals.</p>

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### Introduction

Health is one of the main concerns in most of the countries around the world. According to the World Health Organization, health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity (1-2). Promoting health means that people are able to maintain their bodies in favorable conditions as long as they can. It means that they know how to be healthy, stay healthy and promote their health and they live in such a condition where observing healthy lifestyle is possible (3). Hospital is one of the places which have undeniable effect on the individuals' health and in fact, it is

determinative factor in maintaining and promoting the individuals' health (4). The main objective of the hospitals is to provide high quality services and promoting health is an essential part of treatment and clinical services provision (5- 6).

Hospitals are the best place for providing healthcare and prevention services and play a key role in the health system (1). Their main objective is to maintain the health of the community. However, these organizations can be an unsafely environment for the personnel, patients referred to there in order to receive the services and even the visitors (7). Hospital is the

most important provider of services in the health system. It is considered as a social-medical organization. Since its main task is to provide treatment and prevention services for the covered population, it has a great effect on the general health of the people (8). In addition to provision of treatment, hospitals play a key role in providing prevention, rehabilitation and health services and health promotion is one of the key tasks of these organizations (9).

Health promotion is the process of enabling people to increase control over their health and it includes health education, disease prevention and rehabilitation services. In hospitals, health promotion includes enabling of patients, their families and hospital staff in order to improve physical, mental and social health (10). The Health Promotion Plan was first introduced by the World Health Organization in 1986 by publishing Ottawa Charter for Health Promotion aimed at enabling people to increase and improve their health.

This environmental approach to health led to some initiatives such as, health promoting cities, health promoting schools and health promoting hospitals (11).

The basis of this plan is that the activities of hospitals should be taken in order to promote health and prevent the diseases and they shouldn't be just diagnosis and treatment. According to this plan, disease prevention is one of the key tasks of hospitals and the existence of health promoting hospitals is necessary (8).

Health promoting hospitals are a developed model of modern hospitals. In these hospitals, it is tried to meet the needs of community by modifying cultural and organizational structures. In this model, hospital is not a place just for diagnosis and treatment but also, a place to prevent diseases and provide counseling and training services for patients, staffs, people and society (11). Interventions of health promoting hospitals are divided into two public and special sections. Public services include health lifestyle training, services of smoking cessation, reducing alcohol consumption, increasing physical activity, and diet modification. Special services of health promotion aim particular groups of patients, including the services related to the prevention of diabetes complications, training of asthma patients, rehabilitation of cardiac patients, etc. (12). Many deaths in developed and developing countries are associated with health promoting and maintaining behaviors such as high blood pressure, smoking, people's low daily mobility, etc. the incidence of these diseases will be reduced significantly, if people conduct health promoting behaviors such as doing exercises and have social behaviors and appropriate diet (12).

One of the objectives of health promoting hospitals is to prepare the context for improving quality management in hospitals (13). The results of some studies show that taking health promoting measures has resulted in improved quality of services, improved clinical results, reduced mortality, increased satisfaction of patients, reduced length of stay and reduced cost of treatment. Additionally, it has resulted

in greater welfare and increased satisfaction of the staff (5- 6, 14).

Nowadays, more than 20 countries apply the approach of health promoting hospitals (15-16). In Iran, the hospitals play their traditional roles, i.e. diagnosis and treatment. There is no defined structure for promoting health in many hospitals. The approach of health promoting hospitals has a little history in Iran, so, there are very limited studies and experiences in this regard. The implementation of this approach in Iranian hospitals is in the early stages and it has attracted some managers of healthcare sector. Keshavarz have studied the views and experiences of hospital staff on the impact of the hospital on their health and made some suggestions for converting the hospital to a health promoting hospital but the results showed that there are differences between hospitals in terms of needs and readiness for becoming health promoting hospital (7).

As mentioned above, in Iran, the current state of health promoting services provision is unclear. Some promoting services such as nutrition counseling are provided by some hospitals but there is no defined structure for providing many of these services in hospitals. For this reason, in Iran, hospitals play no clear role in providing health promoting services to people. However, there are various infrastructures for providing such services such as human and legal infrastructures (17). On the other hand, the managers as those who manage the hospitals can play a key role in implementing a policy and making changes in the organization. Therefore, the present study aimed to investigate the awareness and attitude of the managers working in teaching hospitals in Tabriz City towards health promoting hospitals.

## Materials and Methods

The present study was a descriptive-analytic research conducted in teaching hospitals in Tabriz in 2016. The study population included all the managers (bosses, managers, matron, supervisors, quality improvement manager, infection control expert, hospital affairs expert, and head of income and accounting department) at different levels of hospitals who had at least 1 year of work experience and willingness to participate in the present study.

A research-made questionnaire was used to data collection. It consisted of 3 parts and had 40 questions. The first part included 7 questions on personal characteristics such as age, gender, education level, work experience, etc. The second part included 12 questions on the managers' awareness of health promoting hospitals. The minimum and maximum score of knowledge were 0 and 12, respectively. Therefore, the mean difference between these two scores (equals to 6) was considered as an acceptable average and index for managers' knowledge of health promoting hospitals. In order to investigate whether the managers' mean knowledge of health promoting

hospitals significantly differs from the score 6 (acceptable average for managers' knowledge in the view of participant) or not, one-sample t-test was used based on the awareness scores.

The third part included 21 questions on attitude. They were scored based on the 5-point Likert scale (very high, high, medium, low, very low) and the minimum and maximum scores were 1 and 5, respectively. Then, in order to interpret easily and compare the averages better, the scores were normalized with the average of 50 and standard deviation of 10. In order to investigate whether the managers' average attitude towards health promoting hospitals significantly differs from the score 50 (acceptable average for managers' attitude in the view of participant) or not, one-sample t-test was used based on the attitude scores.

After developing the related questions, the questionnaire was provided to 10 faculty members of the School of Health Management and Medical Informatics Sciences. Using their suggestions and opinions, the data collection tool was validated. CVI and CVR coefficients were obtained 0.79 and 0.56, respectively. Then, Cronbach's alpha coefficient was used to estimate the reliability of the questionnaire. The questionnaire was distributed in 3 hospitals and 15 persons were asked to complete it. 12 people were willing to cooperate. Cronbach's alpha coefficient was estimated about above 90%.

SPSS 19 software and descriptive and inferential statistics were used to data analyzing. The Kolmogorov Smirnov test was used to investigate the normality of the data. Independent t-test was used to measure the awareness and attitude and to determine the relationship between awareness and attitude the Spearman's correlation test was used. To examine the relationship between awareness and attitude with work experience, age and education, ANOVA test was used and independent t-test was used to express the relationship between attitude and awareness and gender and completing of training courses. A significant level was considered 0.05.

After getting the letter of introduction from the School of Health Management and Medical Informatics Sciences, the researchers referred to all the studied units and explained how to complete the questionnaire to reduce any possible errors due to inaccurate understanding of questions. Then, they gained the informed consent from all the participants. After considering a time of one week to complete the questionnaire, the questionnaires were collected. The participants were allowed to withdrawal the study whenever they want and it was avoided to mention the names of participants.

## Results

The above-mentioned questionnaire was distributed in 11 teaching hospitals in Tabriz City. Sixty-six senior

and middle managers of these hospitals were willing to participate in present study and complete the questionnaire. According to the findings of present study, 51.5% and 48.5% of respondents were female and male, respectively.

Moreover, most of the participants were married (89.4%). The highest number of them was in the 35 to 45 age group (51.5%). About 31.8% of participants had more than 20 years of work experience. Moreover, about 43.9% of them had a bachelor's degree. Demographic information of the participants is listed in more detail in Table 1.

**Table 1: Information of the participants in the study**

Variable	Distribution		
	Frequency	Percent	
Age	25-35	12	18.2
	36-45	34	51.5
	46-55	20	30.3
work experience(year)	1-5	4	6.1
	6-10	5	7.6
	11-15	18	27.3
	16-20	18	27.3
	Up 20	21	31.8
	Education	Bsc	29
Msc		28	42.4
PhD		8	13.6
Organizational position	Bosses of hospital	3	4.5
	Hospital manager	3	4.5
	Hospital matron	6	9.1
	Hospital Supervisor	16	24.2
	Others	38	57.6

According to the results of the Kolmogorov Smirnov test, the data on the managers' awareness and attitude towards health promoting hospitals have normal distribution ( $P > 0.05$ ), therefore, parametric test can be used to approve or reject the hypotheses.

In present study, the managers' mean awareness was obtained 7.25 and its standard deviation was equal to 2.12. So, there was a significant difference between it and acceptable mean for managers' acknowledge of health promoting hospitals (equals to 6) ( $p \leq 0.05$ ,  $t(65) = 4.799$ ).

Accordingly, it can be said that the managers' awareness score was greater than the total mean awareness as the test value (equals to 6), as shown in Table 2.

The managers' mean attitude was obtained 72.94 and its standard deviation was equal to 10.94. So, there was a significant difference between it and acceptable mean for managers' attitude towards health promoting hospitals (equals to 50) ( $p \leq 0.05$ ,  $t(65) = 17.02$ ). Accordingly, it can be said that the managers' attitude score is greater than the total mean attitude as the test value (equals to 50), as shown in Table 2.

**Table 2: T test with a sample of manager's awareness and attitude**

General awareness of the subjects	T value= 6				
	T value	Significance level	Difference in test mean	Difference distance with 95% confidence	
				Higher	Lower
	4.79	0.000	1.25	0.73	1.78
General attitude of the subjects	17.02	0.000	22.94	25.63	20.25

The results of the Spearman's test showed that due to the normal distribution of data, there is significant correlation between managers' awareness and their attitude (p=0.013).

Based on one-way ANOVA, on the variable of work experience, F-statistic of the rows (between and within) was estimated 3.14 with a degree of freedom of 4 and 61 and p≤0.05.

It can be said that with 95% confidence, there was a significant difference between managers with different work experiences in terms of awareness.

In other words, the managers with different work experiences didn't have the same awareness and the variable of work experience could affect the managers' awareness of health promoting hospitals.

The results of this test are listed in Table 3.

**Table 3: ANOVA test awareness scores of managers by work experiences**

Variable resources	Sum of squares	Degrees of freedom	Average squares	F amount	Sig.
Between age groups	50.31	4	12.57	3.14	0.021
Within the age groups	244.30	61	4		
Total	294.62	65			

Since the result of test was significant, a test was conducted to compare the differences of means with each other.

As shown in Table 4, there is significant difference between the awareness of managers having 6-10 years of work experience and awareness of those having 11-15 years of work experience, but, in other groups, no significant statistical difference was observed.

The results of one-way ANOVA and independent t-test showed that there was no significant statistical correlation between the two variables of awareness and attitude and the variables of age, gender, education, training courses and work experience (P> 0.05).

**Table 4: Multiple comparison of managers awareness scores based on managerial experience**

Work experience of managers (Year)	Mean difference	Standard deviation error	Significance level	
1-5	5-10	1.95	1.34	0.59
	11-15	-1.41	1.10	0.70
	16-20	-0.80	1.10	1.94
	Up 20	-0.15	1.09	1
6-10	11-15	-3.36	1.01	0.012
	16-20	-2/75	1.01	0.062
	Up 20	-2.10	0.99	0.22
11-15	16-20	0.61	0.66	0.89
	Up 20	1.26	0.64	0.29
16-20	Up 20	0.65	0.64	0.84

**Discussion**

Awareness is a basis for attitude and performance and good awareness results in good attitude and performance. In present study, managers' awareness and attitude towards health promoting hospitals was higher than the mean (50 and 6, respectively). This shows that most managers had a good awareness of health promoting hospitals. In addition, they had a positive attitude towards health education and promotion.

In a study conducted by Johnson and Baum , the results showed that according to the staff of "Adlid" Hospital, health promoting activities are necessary not only for patients and their family but also for the staff, organization and even the society. In other words, the staff of this hospital had a high awareness of health promoting hospitals (18). According to a study conducted in 2009 by Heidarnia the results showed that the experts had a good knowledge of these hospitals and have agreed to start providing health promoting services for all patients, even emergency patients at public and private hospitals (19).

In a study by Mohseni the results indicated that all faculty members participating in the interviews had positive attitudes towards providing health promoting services in hospital (20). Also, in a study by Gue the results showed that managers and staffs' high attitude towards health promotion can be useful for developing these hospitals in Beijing and other points of China in the future (21). In the present study, high attitude and awareness of managers can be an effective factor in developing health promoting hospitals.

The results of present study showed that there is significant direct relationship between managers' attitude and their awareness. This means that the managers with high awareness often have more positive attitude towards health promoting hospitals. Estebarsari in their study, stated that health promotion is a new mission of hospitals. According to this perspective, changing the attitude towards the role of hospitals and providing prevention services along with healthcare services should be emphasized and trained. In health promoting hospitals, in addition to providing comprehensive and high quality nursing and medical

services, organized structure and culture requires change in order to promote health (11).

The results of present study indicated that there is significant relationship between managers' knowledge on health promoting hospitals and their management history ( $P=0.021$ ) and the managers with more work experience had much awareness on the role that hospitals play in promoting health along with the treatment of patients. In a study by Parsay the results showed that experiences of experts in different prevention and health fields in Iran as well as the experiences of other countries can be a good guide for providing these services in hospitals, especially in Ayatollah Taleghani Hospital in Tehran, as the first center for disease prevention and health promotion in Iran (9). In present study, the managers had appropriate attitude towards health promoting hospitals. Positive attitude of organizational executive can prepare the context for implementing health promotion policies. In a study conducted in Greece by Tountasi hospital staffs reported "lack of a background of health promotion" as a major problem of the hospital they worked in (22). In a study entitled "a comparative study on the European pilot hospitals in the health promoting hospitals project" by Maleki the results showed that this concept has been not institutionalized among hospitals as it should be and the staffs don't have positive attitude, so, pilot hospitals have commit to present their experiences to other hospitals out of the pilot project at conferences and take the views of other hospitals (8).

In present study, in spite of the undeniable role of education and training in the formation of positive thoughts, 78.8% of participants stated that they didn't complete any courses related to health promoting hospitals. In a study by Stebsari the results showed that

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one of the most important tasks of any organization is to train its employees and heads to provide its creative resources (11). Also, in a study by Guo the results showed that training is necessary for all employees, even managers. In addition, training for managers and staff was emphasized as the social benefits of health promotion and also its ability to improve hospital services, which can gradually reduce risk factors and diseases, increase credit and improve the quality of services (21).

## Conclusion

Given the increasing rise in chronic illnesses and the changes in people's lifestyles, the movement of hospitals towards health promotion is considered as a key principal and task for patients and staff. Since in Iran, the current state of health promoting services provision is unclear, it has no significant history and there are very limited studies and experiences in this field, it can be said that Iran is at the beginning in this regard. Health Promotion Services is the future prospect of hospital services in health systems.

According to the results of present study, due to the appropriate awareness and attitude of hospital managers, establishment of health promotion hospitals is feasible. The Ministry of Health of Iran can implement health promotion policies in hospitals by adopting certain laws and frameworks.

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