



SPEDALI CIVILI  
DI BRESCIA

**21st International Conference on Health Promoting  
Hospitals and Health Services towards a More Health Oriented Health  
Service: An issue of body and mind.  
*The Contribution of HPH to Health 2020***

**Gothenburg, Sweden**

<http://www.hphconferences.org/gothenburg2013/>

*The following is an outline of the Center for Health Promotion and Disease Prevention's (CHPDP) and Laboratorio Clinica Pedagogico e Ricerca Biomedica's (LCPeRB) contributions to the 2013 International Conference on Health Promoting Hospitals and Health Services. The theme for the 21<sup>st</sup> annual conference is, "towards a more health oriented health service: an issue of body and mind", with a specific emphasis on contributions to Health 2020 goals. Health 2020 is the European equivalent of the American-based Healthy People 2020. The CHPDP, under the leadership of Matthew G. Masiello, M.D., M.P.H., and the LCPeRB, directed by Sebastiano Guarnaccia, M.D., will provide the conference attendees, the largest audience yet, with a workshop, oral presentations, panel discussion, and poster presentations regarding international clinical health promotion and research translation. In addition, Dr. Masiello and Dr. Guarnaccia will each serve as session chairs. Please see below for specific details.*

**Thursday, May, 23, 2013**

- **“Workshop: Addressing the Best Research Method for Health Promotion Interventions”**  
Oral Session 1, 11:00-12:30
  - **Addressing the Best Research Method for Health Promotion Interventions**  
Holliday, C., Schroeder, D., Thompson, T., Guarnaccia, S., Masiello, M.G.  
*Presented by: Mathew G. Masiello, M.D., M.P.H., Sebastiano Guarnaccia, M.D., and Charvonne Holliday, M.P.H.*
  
- **“Linking health promotion and quality management”** Oral Session 2, 13:30-15:00
  - **The Development and Validation of Clinical Health Promotion Tools: Contributions to Health 2020 through a Patient-centered Clinical Intervention**  
Holliday, C, Arietti, V., Hawkins, M., Pluda, A., Brioni, A., Colombo, D., D'agata, E., Facchetti, S., Gretter V., De Leonardis, M.C., Zanardini, A., Gennari, A., Brivio, A., Masiello, M.G., Guarnaccia, S.  
*Presented by: Mathew G. Masiello, M.D., M.P.H. and Charvonne Holliday, M.P.H.*

- **Using the Expanded Chronic Care Model in an International Initiative to Address the Chronicity of Pediatric Asthma in a Clinical Setting**  
Guarnaccia, S., Holliday, C, Arietti, V., Hawkins, M., Pluda, A., Brioni, A., Colombo, D., D'agata, E., Facchetti, S., Gretter V., De Leonardis, M.C., Zanardini, A., Gennari, A., Brivio, A., Masiello, M.G.  
*Presented by: Sebastiano Guarnaccia, M.D.*
- **“Studies on health promotion and public health”** Poster Session 1- GENOMIC POSTER (WRI), 15:00-15:30
  - **Promoting the Respiratory Health of Pediatric Asthma Patients through the Exploration of Genomic Influences**  
Kurtz, T., Masiello, M.M, Holliday, C., Masiello, M.G.  
*Presented by: Matthew M. Masiello*
- **“Clinical health promotion for children and adolescents”**, Mini Oral Session 1, Chair, 15:15-15:45
  - *Matthew G. Masiello, M.D., M.P.H. will serve as the chair of this session*
- **Panel Discussion**, Plenary 3, 16:00-17:30
  - *Matthew G. Masiello, M.D., M.P.H. will be featured as a panelist.*

### **Friday, May 24, 2013**

- **Scientific Committee Meeting**, 12:30-13:30
  - *Matthew G. Masiello, M.D., M.P.H.*
- **“Health promotion for children and adolescents in and by health services”** Oral Session 4, Chair, 13:30-15:00
  - *Sebastiano Guarnaccia, M.D. will serve as the chair of this session*
- **“Miscellaneous”**, Poster Session 2 – asthma project (LCPeRB) and transportation (CHPDP), 15:00 – 15:30
  - **Enhanced Development of the U.S. Rail System: an Economical and Health Benefit**  
Masiello, M.M, Masiello, M.G., Holliday, C.  
*Presented by: Matthew M. Masiello*
  - **Io e l’Asma” model through the Expanded Chronic Care Model (ECCM)**  
Arietti, V., Holliday, C., Pluda, A., Brioni, A., Colombo, D., D'agata, E., Facchetti, S., Gretter V., De Leonardis, M.C., Zanardini, A., Gennari, A., Brivio, A., Masiello, M.G., Guarnaccia, S.  
*Presented by: Sebastiano Guarnaccia, M.D. and/or Charvonne Holliday, M.P.H.*

## **Connect With Us!**

### **Center for Health Promotion and Disease Prevention at Windber Research Institute**

CHPDP website: [www.chpdp.org](http://www.chpdp.org)

Dr. Masiello's Blog: [www.mattmasiellomd.com](http://www.mattmasiellomd.com)

Windber Research Institute website: [www.wriwindber.org](http://www.wriwindber.org)

Twitter: @CenterforHPDP

Facebook: <https://www.facebook.com/pages/Center-for-Health-Promotion-and-Disease-Prevention-Bullying-Prevention/270733989664326?fref=ts>

### **Laboratorio Clinica Pedagogico e Ricerca Biomedica at Spedali Civili di Brescia**

LCPeRB website: [www.ospedalebambinibrescia.it/ospedale-brescia/reparto.asp?ID=12](http://www.ospedalebambinibrescia.it/ospedale-brescia/reparto.asp?ID=12)

Spedali Civili website: [www.spedalicivili.brescia.it](http://www.spedalicivili.brescia.it)

Facebook: <https://www.facebook.com/associazionealcp.it>