

Quick orientation for branch health operations contact persons

As a health operations contact person, you promote the well-being of your community and region

You have an important role in maintaining and developing the health promotion operations of the Red Cross as well as making them more visible in your region. The health promotion programme of the Finnish Red Cross aims to support local communities to look after their own health. These operations include substance abuse and sexual health work, health points and accident prevention work.

You plan and develop your branch's health promotion operations and support their implementation. You promote and coordinate the cooperation of health operators within the Red Cross as well as with the organisation's partners, such as municipalities, wellbeing services counties and other organisations that promote health. You will be supported by your district's health promotion employee. You guide volunteers interested in health promotion to the right trainings and volunteer events. You also provide guidance in setting up, getting involved in and communicating about operations. You may take part in arranging volunteer meetings together with the district's employee in charge of health operations.

You do not need to have education in health care to act as a health operations contact person. However, you should be aware of the principles and operating methods of the Finnish Red Cross as well as the content of the health promotion programme, which you will learn more about in the orientation provided by your district's health promotion employee. You also need to understand where reliable health-related information is available. In your role as a health promotion contact person, you get to develop your interaction, communication and organisation skills. This position offers an extensive perspective on health promotion work. However, you do not need to bear all the responsibility alone, as you can share your duties with other elected officials of the branch, if you so wish. The Red Cross strongly encourages team work.



Your duties

Important:

- Planning and developing your branch's health promotion operations and supporting their implementation
- Reporting and communicating about your branch's health operations
- Informing the branch board and other operators about current themes of health promotion
- Participating in the preparation of your branch's readiness plan as part of overall readiness
- Motivating, recruiting and guiding volunteers interested in health promotion on the volunteer's path
- Promoting and coordinating the cooperation of health operators within the Red Cross as well as with the organisation's partners.

If possible:

- If your branch arranges operations that support health care activities, such as health point operations or health promotion groups (street work, substance abuse and sexual health work), it is recommended that you coordinate the signing of cooperation agreements with the municipality's well-being department
- Supporting your branch in responding to local health-related needs
- Spreading information based on observations in your region within the organisation

In this position, you will be supported by:

- The branch board and other volunteers in charge
- The district's health promotion employee
- The headquarters' health and first aid team

Important information:

Start with these

- Online orientation to health promotion
- Task-specific orientation, if necessary:
- Substance abuse guidance course
- Early intervention training
- Basics of Health Point activities
- Safety coach training
- Basic psychosocial support course
- Sexual health online training
- Regularly arranged webinars
- WEB1 Intoxicants and people who use them
- WEB2 Bringing up challenging issues, motivating change
- WEB3 Child welfare services in volunteer positions, first aid related to substance abuse and mitigation of negative effects

See also:

- The principles and operating methods of the Finnish Red Cross
- The district's health promotion employee
- Healthier Community model (prepared in spring 2025)
- Agreement negotiations and cooperation agreements
- Well-being reports and plans of municipalities
- Cf. e.g. the digital well-being report tool of the Association of Finnish Cities and Municipalities
- Useful links and additional materials listed in the health promotion online orientation