



Wellbeing Services County of North Ostrobothnia

Wellbeing, health and safety – built together

Rapporteur, date (material from 19 May 2022)

Contents

- [Wellbeing Services County of North Ostrobothnia](#)
- [Wellbeing Services County Reform in North Ostrobothnia](#)
- [Overview](#)
- [Health and Social Services in Six Regions](#)
- [Creation of the Wellbeing Services County](#)
- [Operational Environment and Need for Services](#)
- [Challenges and Possibilities in the Operational Environment](#)
- [Challenges and Need for Services in the Operational Environment](#)
- [Personnel](#)
- [Number of Personnel](#)
- [Funding](#)
- [Strategy for the Wellbeing Services County of North Ostrobothnia](#)
- [Organisational Structure](#)

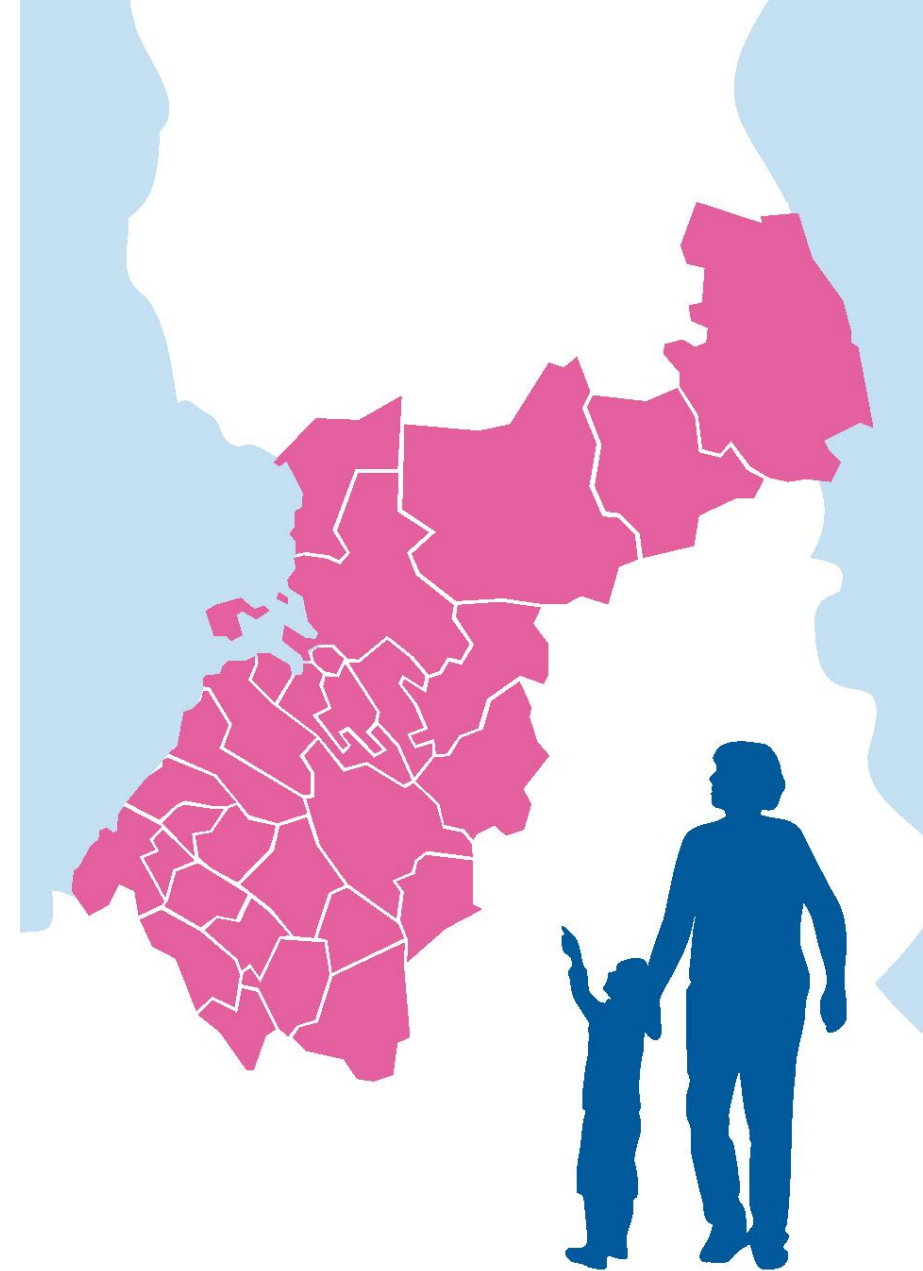
Wellbeing Services County of North Ostrobothnia

- From 1 January 2023, the wellbeing services county of North Ostrobothnia is responsible for organising public health, social and rescue services. The responsibility for organising these services, managing facilities and systems is transferred from municipalities, joint municipal authorities, hospital district, and rescue departments to the wellbeing services county.
- The wellbeing services county is responsive to the changes in society and it guarantees functional and high-quality health, social and rescue services in a timely and equitable manner regardless of place of residence.
- Research shows that a bigger healthcare and social welfare provider has better chances of guaranteeing equal access to services and efficiency of activities and administration.
- The municipality remains independent and continues to be responsible for the services that are not transferred to the wellbeing services county, including promotion of health and wellbeing. The municipality co-operates with the wellbeing services county, which is its own organisation.

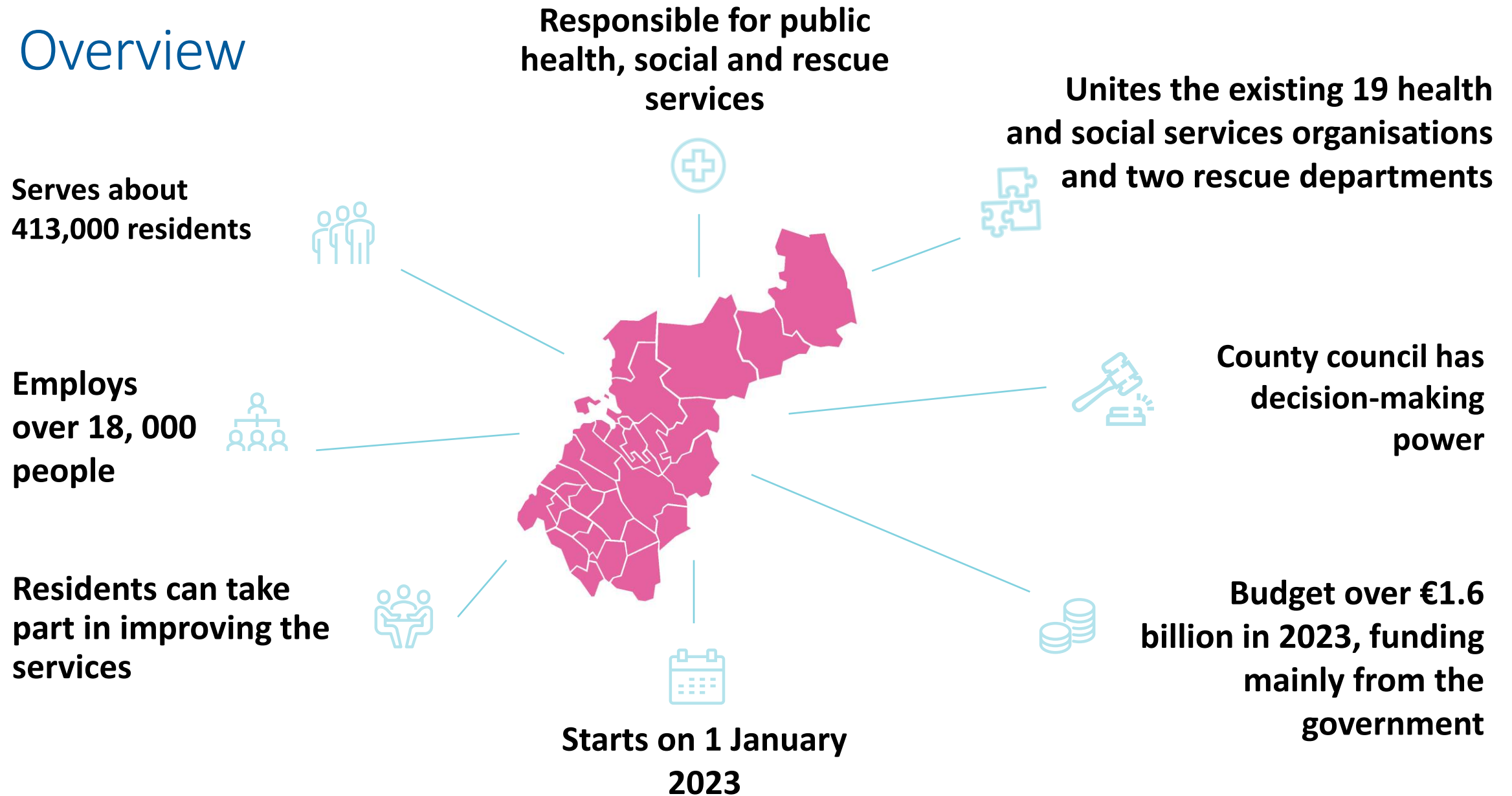


Wellbeing Services County Reform in North Ostrobothnia

- The wellbeing services county of North Ostrobothnia is one of the 21 wellbeing services counties in Finland. At the centre of the county is a North Ostrobothnian person. The emphasis is on basic services and early problem prevention.
- In addition, the reform emphasises inclusion, early support, and self-management of health and wellbeing.
- The county consists of 30 municipalities
 - Alavieska, Haapajärvi, Haapavesi, Hailuoto, Ii, Kalajoki, Kempele, Kuusamo, Kärsämäki, Liminka, Lumijoki, Merijärvi, Muhos, Nivala, Oulainen, Oulu, Pudasjärvi, Pyhäjoki, Pyhäjärvi, Pyhäntä, Raahe, Reisjärvi, Sievi, Siikajoki, Siikalatva, Taivalkoski, Tyrnävä, Utajärvi, Vaala, and Ylivieska



Overview



Health and Social Services in Six Regions

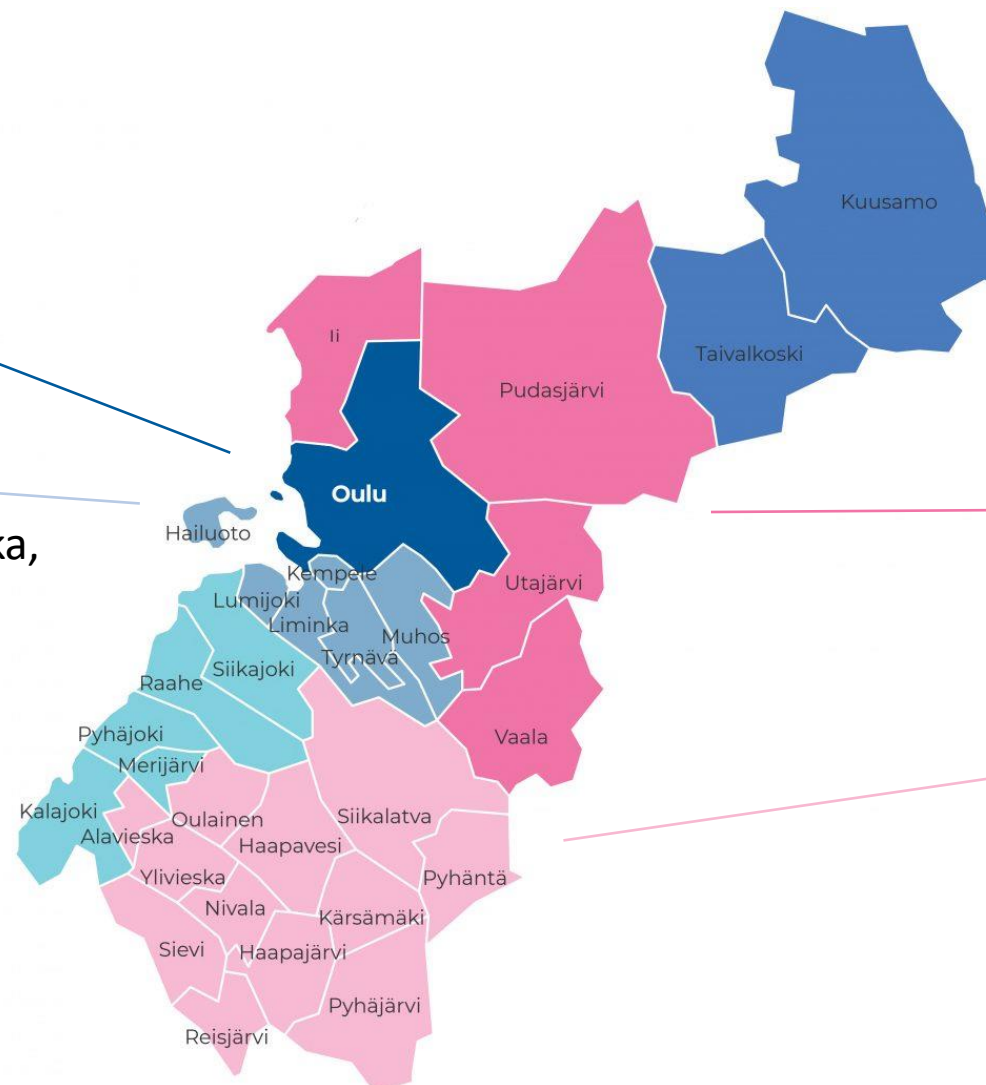
Oulu

Lakeus

Hailuoto, Kempele, Liminka, Lumijoki, Muhos, Tyrnävä

Rannikko

Kalajoki, Merijärvi, Pyhäjoki, Raahe, Siikajoki



Koillismaa

Kuusamo, Taivalkoski

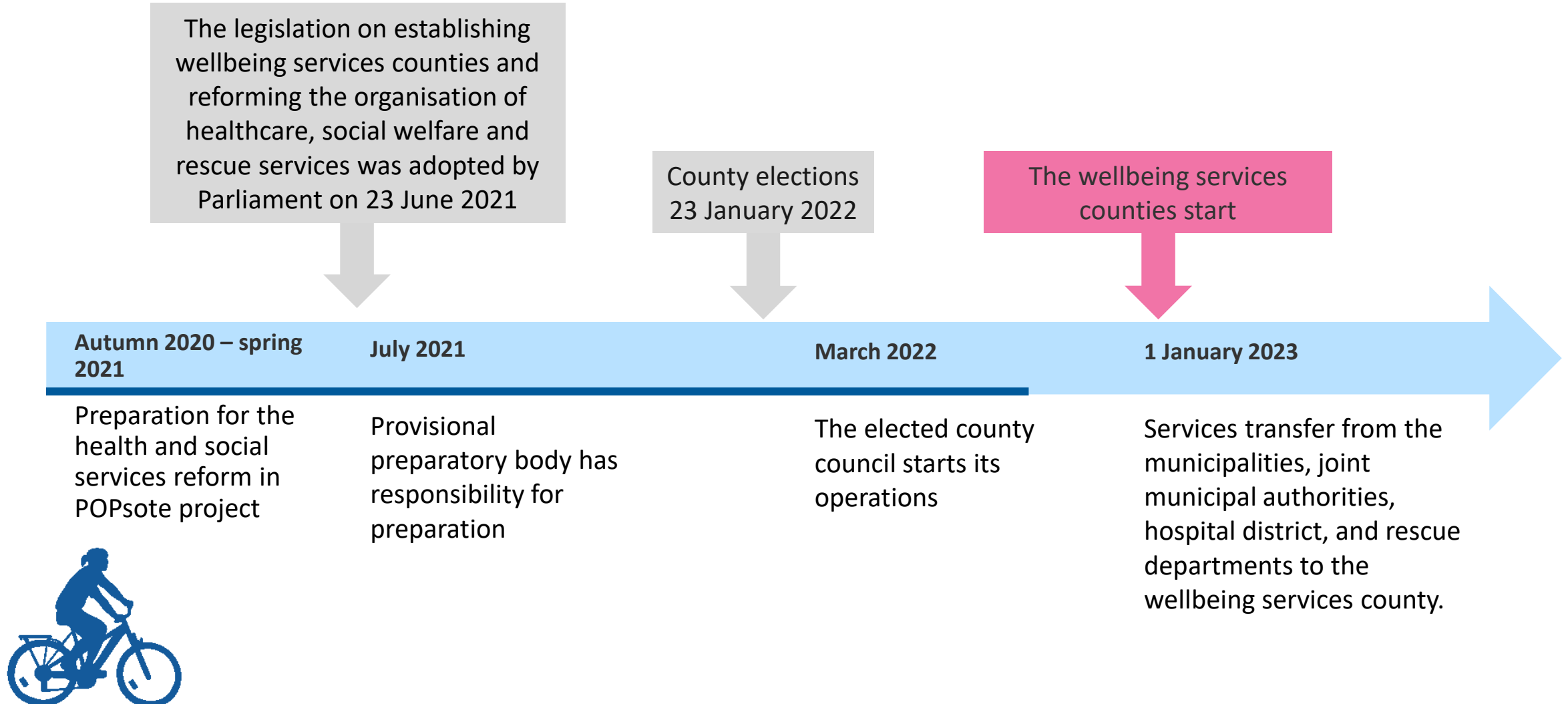
Oulunkaari

Ii, Pudasjärvi, Utajärvi, Vaala

Oulun eteläinen

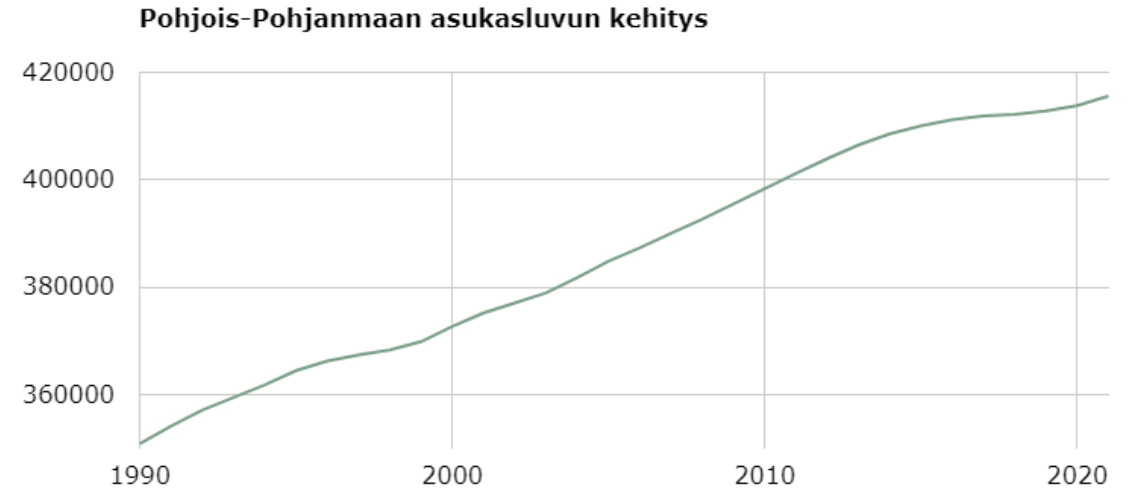
Alavieska, Haapajärvi, Haapavesi, Käsämäki, Nivala, Oulainen, Pyhäjärvi, Pyhäntä, Reisjärvi, Sievi, Siikalatva, Ylivieska

Creation of the Wellbeing Services County



Operational Environment and Need for Services

- People need and receive services in varying amounts in North Ostrobothnia.
- North Ostrobothnia has sparsely and densely populated areas.
- There are differences in wellbeing and safety risks.
- At the moment, the population is young, but age distribution is changing more rapidly than in any other county.
- Simultaneously the birth rate is declining and dependency ratio is changing.
- In the year 2021 there were over 415,000 residents in North Ostrobothnia. That is nearly 1,800 less residents than at the end of 2020.



Source: Council of Oulu Region,
<https://www.pohjois-pohjanmaa.fi/kehittaminen/ennakointi-ja-tilastotieto/vaesto/> (in Finnish)



Operational Environment: Challenges and Possibilities

- Safeguarding a sufficient amount of skilled and wellbeing personnel
- Recognising the causes of and problems caused by unemployment, marginalising structures and poverty, and building effective measures with other actors.
- Guaranteeing coordinated leadership, activities, and culture. Ensuring equality.
- Nationally led calculated funding, mainly based on need for services
- Utilizing the opportunities created by digitalisation and online services
- Impact of changing legislation



Operational Environment: Challenges and Need for Services

- Increased malaise and high need for mental health services within children, adolescents, and families
- Clearing medical, service, and rehabilitation debt caused by COVID-19
- Organising services for those residents who need multisectoral support and coordinated services
- Taking into account the diversity of residents and the needs of those in a vulnerable situation

Personnel

- The personnel from municipalities, joint municipal authorities, rescue services, school social workers and psychologists, as well as a small part of support staff will transfer to the wellbeing services county. Administration and support personnel of who's work over 50 percent is transferred to the wellbeing services county, will also transfer.
- Transferring support personnel includes e.g.
 - centralised catering
 - cleaning
 - equipment maintenance
 - office and administrative services
 - payroll
 - financial and personnel administration services
 - ICT services
 - real estate
 - laboratories and
 - imaging services.
- A majority of the personnel transfer to the wellbeing services county as so-called former workers.
- A small part of the duties in the wellbeing services county are filled using external recruitment or internal enrollment procedure.



Number of Personnel

Healthcare and social welfare personnel

About 16,000 in total

Administrative and support personnel

About 1,000 in total



Rescue services personnel

Full-time about 365

Contract staff of about 1,200 of which about 810 on-call, about 250 in youth section, about 100 in women's section, and about 50 in support department

Funding

- Population projection for the wellbeing services county for the year 2023 is 416,325 residents. Net budget is about 1,67 billion for the year 2023, funding comes mainly from the government.
- Additionally, funding is aimed based on residents (about 13 percent) and a promotion of health and wellbeing multiplier (1 percent).



Strategy for the Wellbeing Services County of North Ostrobothnia

- The strategy sets objectives that direct activities and finances. As a first step, the objectives are outlined for years 2023-2025.
- The objective is to improve wellbeing, health, and safety in North Ostrobothnia and to reduce need for services. The base for good daily life is built on preventative measures, self-directed risk management, and functional services close to the people.
- The strategy takes into account personnel's well-being at work and skills development. Collaboration with municipalities, businesses, organisations, and other essential actors guarantees that the customer receives needed services effortlessly and at the right time.
- The University Hospital in the wellbeing services county is a pioneer in trying out and utilizing new innovative technologies and approaches.



Strategy for the Wellbeing Services County of North Ostrobothnia

SERVICE PROMISE

Wellbeing, health and safety
– built together

VALUES – STARS OF THE WELLBEING SERVICES COUNTY

- ★ We see a **person**
- ★ We meet with **professionalism**
- ★ We lead the way in **effectiveness**



FOCUS AND STRATEGIC PRINCIPLES

For the people



1. Emphasis on inclusion, early support, and self-management of health and wellbeing.
2. Services are necessary and close to people in many different ways.
3. Service system is coordinated.

Skilled personnel



7. Personnel takes part in and develops effective activities.
8. The wellbeing services county is a respected employer and educator.
9. Leadership supports personnel's well-being at work and skills development.

Together effectively



4. Improved preventative and primary services.
5. Service network reshaped together with municipalities, businesses, and organisations.
6. Cost development corresponds to funding.

Bravely towards new



10. Renewed leadership model and form of operation.
11. Knowledge, research, and practical trials direct to effective approaches.
12. Reforming belongs to us all.

Wellbeing services county of North
Ostrobothnia
Organisational Structure

