Keliakialiitto

HEHKUVA
Promoting Psycho-social Well-being for Coeliacs -Project

2012-2015

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Background and Objectives

- Nationwide project aiming to improve the psycho-social well-being of coeliacs
- Need for the project rose from the members
  - *Coeliacs constantly have to face emotive, quite often frustrating situations that cause significant psycho-social burden. Coeliacs may end up receiving care and attention, but also jealousy, that they do not need or want.*
- Aim is to provide operation models and material for coeliacs in order to ease their everyday life, to organise trainings days, and produce new kinds of knowing and information for the Finnish Coeliac Society.
- The working group behind the project plan includes: Lea Polso, Anu-Maria Laitinen, Marja-Terttu Oksanen, Vuokko Ylitalo, Leena Kokko, Minna Halve and Marjo Aspegren.
- First application for funding was filed already in 2009

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Target group

- Coeliacs
- People close to the coeliac
- Support persons for coeliacs
- Local actors from the voluntary associations
- Professionals
- Finnish Coeliac Society

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Project activities

- Producing new means, instruments and services for coeliacs to share their experiences with others, gain support in evaluating their own personal situation and to improve it:
  - Web applications, brochures, guides, workbooks
  - Personal empowerment workbooks for coeliacs
  - Supportive mentoring system for support persons
- Special feature of this project is producing the material as a conversational process conducted in web based environment. Coeliacs themselves, their support persons and professionals participate in the conversations from which the material is produced.
- Hehkuva is a self-piloting development project; the project plan will be shaped during the project through results from questionnaires, interviews, and especially conversations conducted between different people.

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Funding and project organisation

- RAY(Slot Machine Association) funded project
- Total funding applied in the project plan
  - During the years 2012-2015, 585 000 €
- Project workers (2)
  - Project manager, Psychologist Hanna Herno
  - Project secretary, Bachelor of Social Sciences Reetta Korkki
- Management Group
  - To be composed of different experts in the field
- Voluntary workers
  - Local support persons
  - Pilot associations (3-5 local voluntary associations)
- Project office located in Tampere (Finnish Coeliac Society)

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THANK YOU!
Greetings from Hanna and Reetta. ☺