International Union For Health Promotion And Education

Action Plan
2003 – 2005

The strategies adopted by the IUHPE members at the General Assembly held in July 2001 direct and frame the activities carried out by the organisation's membership, the Regional Offices, and the Headquarters team.

The IUHPE has six strategies:

1. Strengthening the organisation's capacity
   - Increasing membership in all categories and across all regions of the world, with particular emphasis on increasing the membership of developing countries.
   - Involving the membership (in all categories) actively in the work of the organisation.
   - Increasing the security of funding for the basic infrastructure of the global organisation.
   - Strengthening the working relationships between Headquarters and the Regional Offices, and among the Regional Offices.

2. Advocacy
   - Gathering and presenting the evidence to enable advocacy to be conducted by the organisation on a range of issues of international significance;
   - Providing consultation to governments and organisations about the implementation of effective health promotion and health education policies, strategies and structures;
   - Continuing to assist countries to develop and improve their national institutions for health promotion and health education.

3. Knowledge development
   - Continuing to carry out (or sponsor) and publish international reviews of evidence of effectiveness in health promotion and health education - with particular emphasis on drawing together evidence from across the globe;
   - Continuing to bring together expert researchers, practitioners and policy makers to explore emerging issues in the development of health promotion and health education - for example, the identification of measures of quality in health promotion and health education; or the identification of evaluation methods that 'fit' the complex nature of contemporary health promotion and health education;
   - Continuing to explore the most effective means by which to link evidence of effectiveness in health promotion and health education to the formulation and adoption of public policy.

4. Professional and Technical Development
   - Continuing to contribute to the professional development of health promotion and health education practitioners, and to the development of the range, quality and effectiveness of health promotion and health education across the world;
   - Continuing to conduct projects and technical activities with a particular focus on synthesising and disseminating information about effective practice across the world.
5. Networking
   - Strengthening the networks of people and institutions involved in health promotion and health education throughout the world, and creating new ones when the need arises.

6. Partnership building
   - Developing partnerships that will enable the organisation to increase its active role in health promotion and health education in the international arena.
   - Working actively with partners to influence the policies and programmes of sectors and organisations that determine the health of populations and individuals.
During the period from 2003 to 2005, in order to effectively and efficiently implement its strategies, the IUHPE will concentrate on the following activities:

1. Establish a new membership development campaign

The implementation of this new plan is based upon the more equitable membership fees which were approved by the Board of Trustees in June 2002. Effective as of January 2003, these fees were developed and calculated based upon the principle of national purchasing power parity. The new fees will allow many more professionals and institutions world-wide to join the IUHPE as members and benefits from its global professional network while also contributing their own skills, expertise, and experience. Specific objectives for the development plan, global and regional, will be discussed at the upcoming meeting of the IUHPE Board of Trustees to be held in Perugia, Italy, from June 16 - 18, 2003.

2. Develop communications, improve and maintain the IUHPE global website (www.iuhpe.org) in the organisation's three official languages: English, French and Spanish

Final drafts of French and Spanish text for the website have been completed; the web pages will now need to be created and designed to contain all three.

3. Prepare and hold the World Conference on Health Promotion and Health Education as well as various Regional Conferences

3.1. VIth European Conference on Health Promotion and Health Education, June 18 - 21, 2003 - Perugia, Italy

Equity, solidarity and responsibility for health

Today's major debates are developed around these main themes, referring to the interventions aimed at the health promotion and at the actions on its determinants. The more advanced societies are necessarily oriented to raster citizens' equality or at least to reduce inequalities as much as possible. However, disparities are still very strong, even within the most careful countries; sometimes they are increasing, especially with respect to new categories of disadvantaged people (immigrants, marginalized people, homeless, unemployed, etc.) living at the edge of society, and thanks to the leftovers of other people's wealth and welfare.

The objective is possibly to fill the gap, but meanwhile there may be attempts in order to increase equity and to reduce the burden - even with positive outcomes - through actions of solidarity, and the enduring goal is to create a society of solidarity.

With the strong development of technologies, and the widening of information media, and now that information comes very quickly from everywhere, a focal point is the inequality and a true level of knowledge. It is increasingly difficult to understand information and then to make decisions on this basis. Education becomes more and more important, and education for health bears a new and deeper meaning, engaging the subjects in other matters of ethical and methodological choice. The key words underlying the above-mentioned strategy are the following:
The conference will also be an opportunity to celebrate the 50th anniversary of the foundation of the Experimental Centre for Health Education at the University of Perugia, and to celebrate the work of the founders of the health education and health promotion movement in both Italy and wider Europe.

Key plenary addresses will include the following:
- Equity: a challenge for the future in a multi-cultural world
- Solidarity: how the European dimension can contribute to sustainable globalisation
- Partnership, Participation and Empowerment
- Health promotion in a developed world: Europe as a case study

Satellite symposiums will focus upon the following areas:
- Physical activity, health promotion and re-appropriation of the environment - Music and health promotion
- Industrial societies in transition and health promotion - Nutritional models and health promotion

See [http://www.csccongressi.it/pag_congressi.html](http://www.csccongressi.it/pag_congressi.html) for more information.

**3.2 XVIIIth World Conference on Health Promotion and Health Education, April 26 - 30, 2004 - Melbourne, Australia**

The World Conference on Health Promotion and Health Education is the only regular forum for a truly global exchange of views and information on health promotion and education. The conference is presented by the International Union for Health Promotion and Education, in association with local, national and international bodies. *Health2004: The 18th World Conference on Health Promotion and Health Education*, is being organised in conjunction with the Australian Health Promotion Association, the Public Health Association of Australia and the Health Promoting Schools Association of Australia, each of whose annual national conferences are being folded into the World Conference.

**Valuing diversity, reshaping power: exploring pathways for health and wellbeing**
The conference title highlights the need for broadly-based partnership in health development if we are to address successfully global changes and challenges.

The World Conference aims to bring together the diverse international membership of the International Union for Health Promotion and Education with familiar and new global partners for health promotion. The mobilisation of leadership and action among policymakers, field practitioners and researchers is essential to drive and sustain the type and scale of advocacy and action needed to achieve priority health issues, such as those identified in the Global Burden of Disease Study, the UN Millennium Development Goals and in the World Health Organization's 2002 Report.
The World Conference will provide 'state of the art' information from the most credible sources across a range of health areas, health promotion, methodologies, population groups and settings. The Conference will also provide an excellent opportunity for many organisations to showcase their programmes and projects before a global audience. A significant part of the programme will be given over to specially organised sessions involving national governments, universities, development banks, and international agencies as we focus on developing countries and countries in transition more than ever before.

The conference programme covers a different theme over each of the four days:
- Day 1 - Global Changes and Challenges to Health;
- Day 2 - Valuing Diversity;
- Day 3 - Reshaping Power: Leadership, Participation, Governance; and
- Day 4 - Creating the Conditions for Health: Vision, Purpose, Pathways.

The programme will include sessions on a wide range of topics including: sustainable financing for health promotion, urbanization and development, HIV/AIDS, youth, mental health, workplace health, partnerships, multi-cultural health, policy forums, physical activity, tobacco, peace and health, ageing, governance, food and nutrition, school health, injury prevention, globalization, health inequalities, health and trade, health promotion theory, evidence for health promotion and public policy for promoting health.

These themes and topics will be presented in plenary sessions (translated into four languages: English, Spanish, French and Chinese), symposia, meet-the-expert sessions, master-classes, oral paper sessions and poster sessions. A major focus of the conference will be the skills building sessions running over the four days, designed to impart practical skills. Sessions will be presented in English, French and Spanish, with simultaneous translation of plenary sessions in English, French, Spanish and Chinese.

WHO has agreed to hold the next meeting of the Mega Country Health Promotion Network in conjunction with the conference. These are high level forums that occur every 18 months and provide the opportunity for roundtable discussion on health promotion among the countries with populations over 100 million. The Commonwealth Department of Health and Ageing has kindly offered to assist in organising and supporting the Mega Country meeting.

Abstract submission opened on 1 May and will continue through 31 October, 2003. Abstracts on any relevant topic are welcome, but we expect most will fall within one or more of these broad topics:

- Health Promotion/Public Health Theories, Methods & Perspectives
- Health Promotion Research & Evaluation
- Population
- Settings
- Environment & Urbanisation
- Health Behaviour/Risk Factors
- Health Policy
- Disease Prevention
- Mental Health
- Injury Prevention
- Sectors
Abstracts may be for poster, oral poster or oral presentation, or may propose an entire session: a debate, panel session or forum.

As well, proposals for interactive, skills building workshops are welcomed in these areas: Advocacy Partnership Development Writing for Publication Presentation/Communication Skills Needs Assessment Creative Arts/Creativity Story telling Developing Personal Skills Leadership Planning Program Implementation Media /Communication Evaluation & Research Capacity Building Technology Cross Cultural

Full details are available on the conference website, www.health2004.com.au and submissions should be made on-line. The website is also the best place to find new information about the conference, such as keynote speakers and programme details, and what else there will be to do in Melbourne that week, which we will post as they become available.

The World Conference will also provide the opportunity to take account of the IUHPE activities conducted between 2001 and 2004, as well as an occasion to decide on priorities for action for the period 2004 to 2007 together in collaboration with its partners, more specifically:

**Tobacco Control**: Two major sessions will be held on capacity building for tobacco control and partnership, taking advantage of the opportunity to showcase the synergies that developed out of the Francophone Project (*The Growing Tobacco Crisis in Francophone Africa*), and out of the global Framework Convention on Tobacco Control which was adopted by the World Health Assembly in May 2003. The objective of these sessions is to assess follow up needs identified, complementarities for action, and decide on a joint work plan for the coming years.

**School Health**: During the XVIIth World Conference on Health Promotion and Health Education of the IUHPE held in Paris, health promoting school experts from around the world, came together during two intensive, interactive workshops to examine and improve the evidence base for health promoting schools (FIPS). These workshops were designed to be a first step towards improving the evidence base for HPS. Further work needs to be carried out in order to ensure that issues raised and networks developed during these two meetings are used to their full potential. The next steps will involve developing the various elements that came out of the workshops: the criteria for effectiveness, the matrix, the gaps, and the action steps into a coherent document or set of documents that can provide a blueprint for improving the evidence base for HPS.
**Physical Activity:** Two workshop sessions will be devoted to this area. The Division of Nutrition and Physical Activity at CDC is working with the IUHPE headquarters, WHO Geneva, P AHO and colleagues from around the world to develop this area. In particular, consideration will be given to how existing health promotion networks may be utilised to support and extend efforts to promote physical activity within health promotion and public health contexts, including network development, surveillance, communications, enhancing capacity for physical activity promotion, and public health policy development.

**Injury Prevention:** This session builds upon the IUHPE work conducted in partnership with the CDC, and the intent is to maximize the potential of the venue of the IUHPE's World conference to highlight specific IUHPE activities in road safety and education. One potential angle of the session may be to focus on education and behaviour change. Furthermore, the workshop would offer the potential for a hands-on evaluation and discussion of a global action plan to be developed by the IUHPE through (or in collaboration with) injury prevention networks.

### 3.3. VIth European Conference on the Quality and Effectiveness of Health Promotion, June 2005 - Stockholm, Sweden

The Conference will be organised by the Swedish National Institute of Public Health. It will serve as a forum to gather and disseminate tools for evaluating the quality and effectiveness of health promotion interventions in Europe. Among the aims, one is to improve the knowledge base for evidence-based public health policies. The conference will also build on the learning outcomes of all of the five previous IUHPE European Conferences on the Quality and Effectiveness of Health Promotion. A European Evidence Consortium is being established, of which the IUHPE is a partner as well as the European Network of Research Directors, EuroHealthNet (a European network of national health promotion agencies), and a number of national institutes of health promotion and disease prevention from The Netherlands, the United Kingdom, France, Finland, Sweden, and Denmark, among others.

### 3.4. Vth Latin American Conference on Health Promotion and Health Education

This conference will take place in 2005. The location and the conference's themes have not yet been chosen by the region's members.
4. Project activities

4.1. Global Programme on Health Promotion Effectiveness

In 1999, the IUHPE published a unique set of books, *The Evidence of Health Promotion Effectiveness: Shaping Public Health in a new Europe* with funding and support from the European Commission and the US Centers für Disease Control and Prevention. The project assembled experts from the IUHPE's global, professional network, together with high-level politicians and media and communications experts, to review evidence of health promotion effectiveness, concentrating on its practical outcomes. The active participation of politicians helped the academicians understand how to better communicate effectively to a non-scientific audience. The books address not only health impacts of effective health promotion, but also economic, social and political impacts. They have become the most sought-after references in the field and have mobilised interest in similar reviews around the globe. The documents have been translated into Spanish, Italian, Russian, Chinese, Korean, Japanese and Mongolian.

The IUHPE decided therefore to launch a well co-ordinated, global programme in collaboration with the World Health Organization and other partners, that will undertake ongoing review and dissemination of evidence, include evidence from the non-English literature, and ongoing specific activities which address agreed priorities. A Global Steering Group (GSG) was established to assemble the key people needed to successfully develop and implement the initiative. The GSG first met in Amsterdam in September 2001, and then in London in June 2002. The next meeting will be held in prior to the IUHPE Board of Trustees meeting in Perugia, Italy, on June 15, 2003.

The principal challenge in the continuation of the project is to develop a sustainable approach with adaptations suitable to different regional needs and maintain the high quality for which the initial work is recognised. Regional projects are well underway in North America and Latin America, and the European regional project has joined forces with a number of other partnering networks and agencies to submit a funding proposal on "Evidence into Practice" which would also result in the establishment of a European Evidence Consortium, among many other outcomes.

For further information on the GPHPE and to download a brochure about the Programme, please visit the IUHPE's website at [www.iuhpe.org](http://www.iuhpe.org).

4.2 The Growing Tobacco Crisis in Francophone Africa

This is a multi-partner initiative involving many International Organisations WHO/Headquarters and AFRO, IUHPE, Francophone International Network of Health Promotion (REFIPS), International Union Against Cancer (IICCC), the Observatory of Tobacco in Francophone Africa (OT AF), the European Network für Smoking Prevention (ENSP)], national organisations (CDC's Office of Tobacco Smoking, Canadian Association of Public Health, French League Against Cancer, Quebec Coalition Against Tobacco).

Influential experts, an international press agency (Syfia International) and an International Radio (Radio France International), both covering all Francophone African countries, also participated actively in the project. It was led and coordinated by the IUHPE Headquarters.
The objectives of the project were:
- To create a long-term force of collaboration between media and health promotion professionals.
- To create a force of resistance against the tobacco industry strategies and tactics.

A three-phase approach was conducted for the project:
- A research phase of data and facts
- A preparatory phase of the Seminar
- The holding of the Seminar which took place in Ouidah, Benin, on November 4 and 5, 2002.

The following outcomes were achieved from the Research Phase (February - October 2002):
- Identification of key informants/specialists from Francophone Africa aware of the tobacco industry strategies and tactics, and involved in moving against them
- Identification of activities on effective advocacy efforts and public information promoting tobacco control or health in general within Francophone Africa
- Identification of media professionals from print, and radio both International and Francophone African;
- Inter-organisational consultation among partners for framing scope and activity for seminar preparation;
- Identification of potential for development of links and follow up with existing organisations in tobacco control within Francophone Africa, and supported at International level.

The Seminar preparations (June - October 2002) and actual discussions and exchanges at the Seminar itself (November 2002) focused on mobilisation, networking, needed actions, programme development and collaboration among participants over several years. It gathered 40 participants from 17 Francophone African countries, and representatives from each partner agency, all from different areas: public health, health promotion, communication, journalism, law, defence of consumers, with, for this project, a common objective, i.e. reinforcing the capacity building of the African media and health experts to improve their ability to play their role in the fight against tobacco, and develop policy measures and public health regulations which can blunt the tobacco industry's efforts. Needed especially is public illumination of the strategies and tactics that are being used in Africa to addict new generations to tobacco, and implementation of appropriate legislation.

All of the partners agree that the initial project was only the first step towards a long-term strategy in the fights against smoking and the tobacco industry in Africa. In particular, this first step succeeded in building a true partnership between two very different worlds, that of public health and health promotion and that of the activists. It also allowed for the development of new synergies between different members and organisations of the francophone health promotion community.

A special publication of *Promotion & Education* on the impact of tobacco on francophone Africa is planned for production in 2004. The issue will look at and analyse the tobacco problem in Africa from the health, social and economic levels. There will also be a needs assessment conducted in tour pilot countries on the needs identified to be met in order to develop and establish national tobacco control policies and legislation. Special sessions on capacity building will be organised to be held at the World Conference in Melbourne in April 2004, which will bring together the institutions active in this field in order to think about how...
to best tackle all of the issues, without duplicating any of the work being done by other groups, while sharing the responsibilities and tasks which are the most important to achieve first.

4.3. Projects being conducted within the framework of the Cooperative Agreement signed between the US Centers for Disease Control and Prevention (CDC) and the IUHPE

The Five Year Cooperative Agreement developed between the IUHPE and the CDC became effective as of August 1st, 2002. The IUHPE will accomplish the purpose of this agreement by functioning as a coordinating agency for a comprehensive global health promotion and health education effort, related to non-communicable disease prevention through the development of public health policies, dissemination of evidence-based knowledge and practical experience, and capacity building in different areas:

1 - Global health promotion and education

This programme has various components:

- First, to strengthen the Global Programme on Health Promotion Effectiveness through the support of a solid communications strategy;
- Second, to expand the IUHPE's Global Programme on Health Promotion Effectiveness to areas of the world where English publication bias has failed to demonstrate the impact of effective health promotion evaluation. During the first year (August 2002-July 2003), a regionally appropriate programme was developed and implemented in Latin America where the IUHPE has a Regional office and a broad network of members and experts. Planning and concrete activity for the Latin American Region began on the occasion of the IIIrd IUHPE Latin American Conference on Health Promotion and Health Education, held in Sao Paulo, Brazil, on November 11-13, 2002, followed by small meeting of experts assembled in Cali, Colombia, from April 24-26, 2003, to decide upon an operational plan for the project. Next year, the regional project will review and develop the existing methodologies to gather the evidence of health promotion effectiveness. The need for a thorough literature review on the impact of the effectiveness of health promotion, both published and grey material, was also identified as a priority.
- Third, to develop a sustainable approach to mental health promotion. In 2003 - 2004, a special issue of the journal Promotion & Education will bring together the most up to date information on mental health promotion in terms of efficiency, effectiveness and cost-effectiveness, covering low-income countries and middle to high income countries. The different needs and cultural contexts will be taken into account.
- The last area of focus is to expand the IUHPE's work on effectiveness through a system of capacity building projects in specific areas and to design, facilitate and hold seminars to help build the necessary public health capacity in developing countries. The first IUHPE Programme on Health Promotion Effectiveness included an analysis of the effectiveness of Cardiovascular Health Promotion within the northern hemisphere, western areas of the world. The developing countries, including all of sub-Saharan Africa bear a double burden of deaths and disabilities from chronic diseases and communicable (infectious and parasitic) diseases. Existing educational programmes on chronic disease epidemiology and surveillance rarely meet the needs of sub-Saharan African countries. Capacity building training of CVD health promotion will broaden the scope of the initial IUHPE analysis to Sub-Saharan Africa, while providing valuable technical assistance.
Following an initial planning meeting, which will address the issues identified at the 2003 World Congress on Cardiovascular "Health: Preventing the Global Pandemic in Developing Countries, 10-day seminars on cardiovascular health and chronic disease epidemiology will be held annually in sub-Saharan Africa.

2 - Nutrition and physical activity

The overall aim is to strengthen global and regional physical activity health promotion programmes within the context of public health. Specific objectives are to improve population surveillance and measurement in areas of general importance to health promotion, particularly around physical activity. Developing indicators that contribute to measuring levels of physical activity, as well as environmental and policy indicators, may be included. The work programme will likely include broader aspects of surveillance, other health promotion indicators, other behavioural risk factors, in both adults and in adolescents, and eventually capacity building and programme development.

The IUHPE will be implementing this work through its Regional Office für the Southwest Pacific, at the Australian Centre für Health Promotion (ACHP), University of Sydney, and through the Centre für Physical Activity (CP AR), University of New South Wales. Both centres have extensive experience and expertise in the areas relevant to this programme, including population surveys and population level interventions. The combined capacity of the two centres is both global as well as local and regional, in particular covering China, Hong Kong, Indonesia, Estonia and most recently the Western Pacific.

The long-term objectives of this work will cover the following:
- supporting countries’ participation in population level health promotion research, particularly and initially around physical activity measurement surveys;
- technical support and advice, research design and data analysis and reporting;
- developing capacity in countries für population surveillance of importance to health promotion;
- developing in-country capacity in conducting surveys and reporting on population levels of behavioural indicators such as physical activity, among other things;
- generalising these skills to broader health promotion surveys;
- supporting the International Physical Activity Questionnaire (IP AQ) prevalence study as well as the STEPS and other related initiatives carried out by Organisations such as WHO, UNICEF and others.

During the second year of work, the project team will continue to:
- support the International Prevalence study of physical activity [IPAQ study], by providing technical support, design support, and coordinating data analysis and reporting of the study to WHO/CDC; supporting in-country reliability testing of instruments and cultural adaptation and translations as required;
- support the WHO/WPRO project on cardiovascular surveillance, the STEPS project, specifically around physical activity component, the IP AQ instrument, and its testing and piloting in developing countries in WPRO region; in country support with these complex research tasks;
- extend analyses of the national Adolescent Health surveys in WPRO region [these were conducted with UNICEF Pycific and WHO/WPRO] - to analyse these data to examine
resiliency in young people, sexual behaviour, substance use and mental health in more detail - to conduct specific analyses which feed into policy development with these countries through UNICEF / WHO; to conduct regional workshops with UNICEF around the dissemination and local use of this information.

As of the year 2003, the IUHPE will implement a similar work plan in Latin America, by supporting the activities of the Latin American Physical Activity Network.

3 - School health

The overall aim is to support activities which strengthen international, national and local support for effective school-based health promotion programmes.

During the XVIIth World Conference on Health Promotion and Health Education of the IUHPE, health promoting school experts from around the world, came together during two intensive, interactive workshops to examine and improve the evidence base for health promoting schools (HPS). These workshops were designed to be a first step towards improving the evidence base for HPS. Further work needs to be carried out in order to ensure that issues raised and networks developed during these two meetings are used to their full potential. The next steps will involve developing the various elements that came out of the workshops: the criteria for effectiveness, the matrix, the gaps, and the action steps into a coherent document or set of documents that can provide a blueprint for improving the evidence base for HPS. The network of workshop participants and several others who have expressed interest in becoming involved will be solicited to move the workshops' recommendations forward until the Melbourne Conference and beyond (See Promotion & Education's Volume X, No. 22002 or the IUHPE website at www.iuhpe.org for full report on the HPS evidence for effectiveness workshops).

4 - Community health

The overall aim is to support activities and to develop policy recommendations to strengthen effective community health promotion programmes, and to provide technical assistance to specialty networks to increase the impact of prevention research in community health programmes.

The long term objective of this programme element of the Cooperative Agreement will be to create a global Consortium for Effective Community Health Promotion, which will in turn develop policy recommendations and an exemplary protocol for strengthening community health promotion that can be implemented globally. During the first year of the programme, Consortium members were recruited from among individuals and groups with experience and expertise needed to design the protocol including those with a policy development background and expertise. Over the first year, the Consortium will develop five-year objectives and methods related to the: (i) provision of policy recommendations on Community health promotion; (ii) provision of technical assistance regarding effective Community Health Promotion programmes and policy development.

The IUHPE headquarters will initially coordinate the development of a Community Health development programme under this Cooperative Agreement. It is highly conceivable that the consortium coordination be soon undertaken by one of the IUHPE members in Africa or South-east Asia.
5 - Tobacco

The general aim of the project is to develop and implement tobacco control and prevention activities. Tobacco companies, tobacco advertising, and the addictive nature of tobacco are a collective enemy of health and well-being that attacks the most vulnerable people in societies world-wide. Tobacco is an enemy of empowerment, and makes the health inequity gap even wider.

The IUHPE has implemented the *Growing Tobacco Crisis in Francophone Africa* seminar programme for media and health promotion experts, which took place in Ouidah, Benin, from November 3-5, 2002. This programme was designed to be the first of a series of seminars and project development activities to develop mobilisation and to increase collaboration between the media and health promotion professionals within Francophone Africa. The research phase has provided for a better understanding of how the various media function and their sensitivity to the issues, like how the various media function in Francophone Africa, the different and complementary role of media and health promotion professionals, the cynical and perverse actions of the tobacco industry and the critical need to denounce them, and of course the importance to develop an appropriate legislation in each country.

It is expected that concrete recommendations for specific projects following the seminar will be planned and implemented in a number of countries, responding to specific needs identified by key participants at the seminar. The IUHPE will also work with its African Regional Bureau and WHO/AFRO to develop and extend the programme to the whole Africa.

The need to disseminate and share existing data which are being collected from various sources in a concerted way has also been identified, in particular the need to coordinate, cross compare, and analyze data collected from various databases. The Observatory of Tobacco in Francophone Africa will provide significant local support for surveying the tobacco epidemic and the tobacco industry's strategies and tactics, as well as for collecting data and providing information.

4.4. Essential Readings in Health Promotion

The experience within the field of health promotion has become richer and more specific to different cultures and settings. Although the opportunities to share these experiences to improve education and practice have also increased over the past decade as a result of international conferences, workshops, e-mail and publications, there is still a need to increase opportunities for sharing, as most of the texts used in health promotion courses draw mainly on experience from more developed countries. One means of doing so would be through a project which would produce a book of essential readings in health promotion tram around the world.

The objectives of this project are as follows:
- To produce a book of essential readings on health promotion with a good balance of international papers between east and west, and north and south.
- To publish and disseminate the book widely through the International Union tor Health Promotion and Education and partner organisations.
- To assess the process and impact of this book and to make recommendations regarding future publications based on this experience.
John Kenneth Davies (United Kingdom) is the Editor in Chief, and seven Regional Editors have been named who are overseeing the selection of documents and text within their respective regions. Each regional editor will use a Delphi process in their region, with two rounds, to identify 6-7 journal articles, book chapters, unpublished papers, or other documents "that capture the essence of health promotion issues in each region. The initial list of potential chapters in the book will be derived from participants in the first round of the Delphi process. The second round will solicit views regarding which of the suggested materials should be included, with greater weight given to those which receive more than one vote. The first round of the Delphi process is underway in the regions, following the development of guidelines and criteria which further specified the project's research approach, which is divided into two rounds. Non-English materials will be welcome, with translation to English in the first instance, and to other languages as funding may permit. The book will be published and distributed in English initially by the IUHPE in collaboration with partners. Different arrangements for publication and dissemination will be explored for any future editions, depending on the results of the evaluation of the first edition.

4.5. HP - Source: The comprehensive database of health promotion infrastructures, policy and practice

Through a dynamic process involving 23 European countries or regions (including the entire European Union) HP Source has worked in partnership with academic institutions and government bodies to unite, for the first time in a web-based database, comprehensive data on Health Promotion Infrastructures, Policies and Practices across the European Region. This database contains systematically organised details of health promotion policy, infrastructure and practices. It will be available online in July 2003. Like any web site, it will be accessible to all of us who have access to a computer, but is primarily aimed at national level public health institutions, international public health organisations and policy makers.

**HP Source Aims:**

To maximise the efficiency and effectiveness of health promotion policy, infrastructures and practice in Europe by:

- Developing a structural uniform system for collecting information on European health promotion policies, infrastructures and practices

- Creating a database and communications strategy so that this information can be accessed by institutions at European and country levels, and by policy makers, international public health organisations and researchers

- Analysing this newly accessible body of knowledge to generate models for optimum effectiveness and efficiency of health promotion policy, infrastructure and practice

- Actively imparting this information and knowledge, and actively advocating the adoption of models of proven effectiveness and efficiency throughout Europe, by means of publications, seminars and high level policy conferences and briefings

The lead agency is the London School of Hygiene and Tropical Medicine working in partnership with the University of Bergen, the Heath Development Agency (England) and the
International Union for Health Promotion and Education. The project is funded by the European Commission (DG Sanco) and the project partners.

The proposed database and communication strategy will provide a solid platform from which to challenge the status quo. Until now, there has been no systematically assembled, easily accessible electronic database providing comparative information on health promotion policy, infrastructure and practices in the EU. Many of the items in the database are hitherto generally unavailable outside their home countries and, even within those countries, are not systematically assembled and are often largely confined to the 'grey literature'. This work will add value to individual country's efforts, and to European Community public health action as a whole, by making available information from multi-national sources, which would otherwise be inaccessible, undervalued, and not capable of country-by-country comparison. Data analysis will support strategy development. For example it will be much clearer what is, and what is not, an effective health promotion infrastructure. Consequently the project will enhance the efforts of the wider public health workforce in each country to learn about and build on models of good practice.

A launch of the database during the Italian Presidency of the European Union in the second half of 2003, and a presentation to European Members of Parliament in Strasbourg will ensure a high level visibility and an opportunity to demonstrate, advocate and promote the development of robust health promotion infrastructures, policy and practice within the EU institutions and the Member States. As a key partner in the dissemination component of the project, the IUHPE will organise these two events in order to have an effective impact on the visibility, use and sustainability of this practical discovery tool.

For further information on HP Source see www.HP-Source.net or contact Spencer Hagard at spencer.hagard@lshtm.ac.uk or Jackie Robinson at jackie.robinson@wanadoo.fr

4.6. Health Promotion Journals' Equity Project

The HPJEP was initiated in July 2001 at a joint meeting between involving members of the editorial boards of the IUHPE "family of journals" during the XVIIth World Conference on Health Education and Health Promotion in Paris. The Project currently involves Promotion & Education along with Reviews of Health Promotion & Education Online, Health Education Research and Health Promotion International and is co-ordinated by the Editor in Chief of Promotion & Education. Jackie Green took on this role in February 2002. The overall aim of the project is to address equity in relation to:

1. access to journals and their content;
2. publication.

The second strand arose from concern about the dominance of articles in English in the literature generally and within systematic reviews and the difficulty of non-English speaking authors getting their work published in Anglophone journals.

More specific development in relation to the two major themes of the project are listed below.

1. Access to journals and their content
   - Promotion & Education is a multi-lingual journal which publishes articles in English, Spanish and French. Subsequent to the opening of the IUHPE sub-regional office for the Pearl River Region, there has been same initial discussion about the possibility of publishing in Chinese.
- Preferential rates are offered by all of the journals for subscribers in more deprived regions and countries.
- IUHPE in-kind contributions have been made to help build up the AMREF (African Medical and Research Foundation) library and documentation centre.

2. Publication
- Promotion & Education's editorial team has set up a database to track publications from different regions and ensure transparency in the publication process. As well as tracking the peer review process and decisions, the database includes information on the language of the submission, country of origin of the submission, and whether or not it has been commissioned.
- Promotion & Education's editorial team has improved its understanding of the needs of non-English speaking authors writing papers in English. The Editor in Chief has assisted with the correction of a number of manuscripts from non-English speaking authors. This has served two purposes - it has provided support to authors and also insight into the type of support required. In many instances this involves more than merely correcting expression, but requires conceptual clarification and ongoing dialogue with authors.
- Papers fall into two main categories:
  - those that need a bit of help with sorting out language problems;
  - those with more major structural problems - although the content is of potential interest to readers.
- Members of the Editorial Advisory Board and list of reviewers have been contacted to identify those who would be willing to offer support to authors over and above the normal peer review process.
- Initial discussion has taken place about a possible modus operandi for offering support.
- Publication of a paper "Publishing in English: a necessity and a challenge" in French and Spanish in Promotion & Education's second issue of 2003 (Volume X/2.2003). This paper will also be published in the IUHPE News section of Health Education Research in June (18/03).
- Writing for publication workshop is being planned for the xvmth World Conference.

Discussions are currently taking place with the International Journal of Mental Health Promotion to join as a new partner in the HPJEP. They have been invited to attend and participate in the next meeting of the HPJEP partners to determine the most appropriate way to move forward in achieving the project's goals.

The next meeting of the HPJEP partners will be held in Perugia, Italy, on June 17, 2003. Further areas for the project's development, expansion of partnerships, and evaluation and improvement of the current activities will be investigated and discussed.
5. Publications

5.1. Promotion & Education

Promotion & Education, the International Journal of Health Promotion and Education, is an official publication of the IUHPE. It is a multilingual journal, which publishes authoritative peer-reviewed articles and practical information for a world-wide audience of professionals interested in health promotion and health education. The content of the journal reflects three of the strategic priorities of the IUHPE, namely, advancing knowledge, advocacy and networking. Published quarterly, the Journal also regularly publishes supplement issues.

The Journal is one of the IUHPE's most effective contributions to the practice of health promotion across the world. It provides an essential tool of communication with IUHPE global membership and with external organisations. Published quarterly, Promotion & Education communicates and promotes the dissemination of information about current practice in promoting health in a range of settings, addressing a range of health issues or the health of specific populations; about effective practice in promoting health; and about building individual, community, national and international capacity to promote the health of populations. The information contained in the journal is both scientific and practitioner-based.

Promotion & Education's editorial team now offers a new on-line service. Following the publication of each issue of the journal, the editorial and abstracts will be available in the publications section of the IUHPE website (www.iuhpe.org) in English, French and Spanish as a PDF which may be downloaded. This service was effective as of the beginning of 2003, and will be retroactive to include the last two regular issues of 2002 (Vol. IX / 3.2002 and Vol. IX / 4.2002). This new service is proposed within the framework of a continued improvement of the Journal's quality, service and dedication to equity.

5.2 Health Education Research and Health Promotion International

Since the year 2000, the IUHPE and Oxford University Press (OUP) signed a collaboration agreement to work towards a more formal and mutually beneficial exchange. This agreement named Health Education Research as an official research journal of the IUHPE. This agreement entitles you to subscribe to the Journal, HER at a very reduced rate. Papers deal with the vital issues involved in health education and health promotion worldwide. The news and communication section keeps a finger on the pulse of developments in this rapidly expanding discipline, ensuring the reader is kept in touch with the most current theories and practices. Areas in the field covered include theory and policy; basic and applied research; programme evaluation; communications; points of view; and book reviews.

In 2002, the IUHPE signed an agreement with OUP which names Health Promotion International (HP!) as an official journal of the IUHPE. This agreement entitles you to subscribe to the Journal, at a very reduced rate. HPI is owned and published by OUP, in association with the World Health Organization. It contains articles, reviews, and debate articles on major themes from various sectors including education, health services, employment, government, the media, industry, environmental agencies, and community networks. We consider that this journal is complementary to our own Journal, Promotion &
Education, and for our members can be another reference resource on the theory, research, and practice in health promotion.

Based upon the existing synergies, all of the Journals continue to collaborate, working to see how they may better reach and serve their readership, and in the IUHPE’s case its membership. On-going discussions are held between the OUP Journals the IUHPE to develop new strategies for strengthening this collaboration and exploring new avenues for extending the benefits and increasing their impact.

5.3 Reviews of Health Promotion and Education Online

Reviews 0/ Health Promotion and Education Online is an official on-line journal of the IUHPE. Its goal of the Journal is to improve the quality of health promotion and health education by publishing regularly a rating of recent articles that are relevant for its development, implementation and evaluation. The readers may also participate in the debate and share their comments on-line; participation as a discussant is reserved for IUHPE members. The first themed genes that was posted have been on presenting one’s five favourite resources in health promotion. A second genes is planned for release in late 2003. Visit www.rhpeo.org for more information, to read the reviews posted and participate in the discussions.