

# The **H**ealth **P**romotion **E**xchange

## Introduction

Welcome to this edition of the Health Promotion Exchange - an interesting mix of articles. We are working to increase public and professional awareness of the availability and scope of health promotion initiatives near and far.

In this issue, there is an examination of how the World Health Organization is taking leadership in developing the health-promoting health care facility. There is a novel approach examining men's health. Other articles illustrate how the health care facility or hospital is becoming involved in health promoting activities and the ways in which it can work in partnership to improve the health of the populations it serves.

As the field of health promotion, we need to sustain ongoing advocacy to increase the importance of health promotion in our health delivery organizations.

Wishing you all much happiness, health and prosperity for the New Year.

## WHO Leads The Way in Promoting Health

In the late 1980s the World Health Organization (WHO) developed the Health Promoting Hospitals (HPH) initiative to reorient health care services from only curative care to community-based and responsive health care services respecting patients' rights. As other WHO initiatives at that time, it was based on the settings approach, not only intending to change people's behaviour but the cultures and structures that govern behaviour and choices. Although focusing initially on the patient and hospital staff, it has become evident that health promotion is not only a desirable add-on for the good times when resources are available, but rather a central criterion to develop health care services in a more sustainable way.

The Health Promoting Hospitals movement has developed considerably over the last few years. The article aims to provide an update on the main developments and activities of the HPH movement, and further, to point to the resource available beyond the scientific literature on HPH activities. The latter point is essential since a lot of the information on HPH is not retrievable through a MEDLINE search, but available through literature published in national journals or as internal reports, databases and progress reports presented at annual coordinator workshops.

The WHO-coordinated HPH network is a 'network of networks' that sets the agenda for strategic development, plans annual international conferences, technical working groups and thematic networks, and facilitates contacts between members of

the network. Most of the activities of the network are at regional or national network level, or indeed at hospital level, and evaluations of these activities are frequently published in the vernacular language. Many national networks have developed their own webpage providing information in the vernacular language (e.g. England, Russian Federation, Sweden, Germany, Denmark, Estonia, Lithuania, Poland, Slovakia)<sup>1</sup>. These webpages display information that can not easily be found elsewhere. For example, in 2004:

- the HPH network in the Russian Federation organized the 12th International Conference on HPH in Moscow (12th International Conference on Health Promoting Hospitals)
- the German HPH Network presented the results of a pilot project to introduce health promotion values into hospital

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- culture and structure through the quality management model of the European Foundation for Quality Management (EFQM). Furthermore, it cooperated in the development of a MBA degree in health management (German Network of Health Promoting Hospitals);
- a new WHO Collaborating Center on “Evidence-based Health Promotion in Hospitals” was established in Denmark and is preparing to offer the first summer school in clinical health promotion (WHO Collaborating Centre on Evidence-based Health Promotion in Hospitals);
  - the Italian HPH Network expanded its activities and established regional networks in the region of Venice and Vall D’Aosta (Italian Network of Health Promoting Hospitals);
  - the Czech, Swedish, Lithuanian and Slovak Networks of HPHs participated in the pilot implementation of standards

## WHO Standards for Health Promotion in Hospitals

The World Health Organization recognized that one approach to quality management in hospitals is through setting standards for the services. Since health promotion is a core quality issue for improving health and sustaining quality of life, standards for hospital health promotion were necessary.

The WHO recognized the need for standards for health promotion in hospitals and established a working group to develop five core standards applicable to all hospitals. Each standard consists of standard formulation, description of objective, and definition of substandards. The standards are related to the patient’s pathway, and define the responsibilities and activities concerning health promotion as an integral part of services offered to patients in a hospital.

For more information, visit this website: [www.euro.who.int/healthpromohosp](http://www.euro.who.int/healthpromohosp).

and indicators for health promotion in hospitals.

The developmental phase of the Health Promoting Hospitals initiative has been documented in three volumes edited by the WHO Collaborating Center for Health Promotion in Hospitals and Health Care, WHO and network coordinators. In 2001, WHO started to assess systematically the progress of national and regional HPH net-

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***Many national networks have developed their own webpage providing information in the vernacular language. These webpages display information that can not easily be found elsewhere.***

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works, and projects and activities at the level of hospitals. A standardized template was developed to gather information on the state of development of the network, on activities, and on strategic factors for the further development, part of which are publicly available (Annual Health Promoting Hospitals Networks Progress Reports). Information on activities and projects at hospital level are registered in the WHO Health Promoting Hospitals database, full access to which is restricted to HPH members (Health Promoting Hospitals Database).

In addition to networking and conferences, WHO coordinates a number of technical activities through working groups<sup>2</sup>.

- Working group on standards and indicators for health promotion in hospitals: information on the developmental process and the final set of standards have been published. Quality agencies have started to incorporate the WHO standards in national accreditation systems, affecting all hospitals seeking accreditation by the relevant agency.
- Working group to develop a policy framework for the evaluation of health promotion in hospitals: the working group has published a discussion paper on strategies to implement health promotion activities in hospitals (Putting HPH Policy into Action).

- Working group on developing a coding scheme for the reimbursement of health promotion activities in hospitals: preliminary work has been carried out and the working group currently prepares an international pilot test.
- Working group on health promotion for children and adolescents in hospitals: this working group aims at identifying best health promotion strategies for hospitalized children (Health promotion for children and adolescents in hospital).

Moreover, two WHO Collaborating Centres were established to technically support the HPH Network: the WHO Collaborating Centre for Health Promotion in Hospitals and Health Care at the Ludwig-Boltzmann Institute for the Sociology of Health and Medicine, Vienna, Austria (WHO Collaborating Centre for Health Promotion in Hospitals and Health Care) and the WHO Collaborating Centre on Evidence-Based Health Promotion in Hospitals at the Clinical Unit for Health Promotion, Bispebjerg Hospital, Copenhagen, Denmark (WHO Collaborating Centre on Evidence-based Health Promotion in Hospitals). WHO Collaborating Centres contribute to the scientific literature in peer-reviewed journals, but may not do so under the keywords of Health Promoting Hospitals.

The aim of the Health Promoting Hospitals Network is to support hospitals in adding health promotion services to curative care services. It is difficult to evaluate the impact of a network on individual hospitals or health programmes; however, we believe that HPH have had a strong impact; reflected in the more than 700 hospitals in 25 countries of the WHO European Region that are actively participating in the movement.

*Mr. Oliver Grone, MA, MPH  
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<sup>1</sup> A complete list of national/regional networks webpages is available on [www.euro.who.int/healthpromohosp](http://www.euro.who.int/healthpromohosp)

<sup>2</sup> This information was not yet available on the Internet at the time the author accessed our webpages.

## Problem Gambling: An Emerging Health Issue in Ontario

Problem gambling is a serious health issue that has emerged in Ontario over the past several years. Were you aware that...

- problem gamblers are the highest at-risk group for attempting and committing suicide?
- youth aged 16-24 are especially vulnerable to developing gambling problems?
- problem gamblers report that they usually start gambling with their families at around the age of 10?
- Ontario now has 23,200 slot machines located in 26 different communities?
- St. Mary's Counselling Service (a community program of St. Mary's General Hospital) has a Ministry-funded Problem Gambling Program to help those with concerns about their own or someone else's gambling?

There are many signs that indicate that a person may have a gambling problem: Anyone who...

- spends more time and/or money gambling than intended
- gambles with money from a credit card or that is borrowed
- uses gambling as a way to "escape"
- is preoccupied with thinking about gambling
- lies in order to hide gambling from loved ones
- tries to stop or cut back on gambling and can't
- feels guilty about gambling
- has physical &/or mental health problems due to gambling
- chases losses
- misses work or other commitments in order to gamble

...may benefit from speaking with a professional counsellor about their gambling.

St. Mary's Counselling Service takes self-referrals from people who want to make changes to their gambling, and/or drug and alcohol use. When asked what they would want health professionals to know about gambling problems, our clients offered these comments...

- "A certain amount of sickness and depression can be due to gambling problems"
- "I went to a crisis service when I was desperate after gambling and although I told them the reason that I was suicidal, they kept trying to find other reasons for my state of mind"
- "My doctor just wanted to put me on an anti-depressant, and never mentioned that there was counselling available for the gambling problem"
- "Doctors will only let you discuss one problem now, but many of them, including a gambling problem, are all connected"

- "The casino was my 'safe place' where my problems couldn't reach me. I used it as a way to cope with life"
- "I wish that my doctor had asked me why I was having back problems...it was because I was sitting in front of a slot machine for hours and hours at a time"
- "I finally told my doctor about my gambling problem and he told me about St. Mary's...I had had no idea where to go to get help"
- "I felt too ashamed to tell anyone...it may have helped to have brochures in my doctor's waiting room"

*For more information contact:*

*Susan McLaren*

*St. Mary's Counselling Service*

*Kitchener*

*Email: [gamblingproblem@smgh.ca](mailto:gamblingproblem@smgh.ca)*





# Beyond Our Borders

## Health Promotion in Poland: Initial Stages & Now

Health promotion has been developing in Poland for several years. Many medical professionals working with medical centers have been trying to implement actions to promote health in their nearest surroundings and sometimes throughout the country, but the undertakings have been limited to their professional environment and it used to be an action without any coordination on a national scale. Those circumstances resulted in the development of an idea to form a health promotion department at the National Center for Health System Management (NCHSM) in Warsaw, established in 1989.

The Department of Health Promotion, in order to meet the emerging needs in the field of health, initiated and organized the 1st National Conference on Health Promotion in October 1991. In the same year, the initiative and organizational work of the Polish Network of Healthy Cities has been undertaken by the Department. In the same year the Health Promoting Schools Network also started its function. In 1992, the NCHSM's department initiated and developed the Polish National Network of Health Promoting Hospitals.

Apart from the above events, at the beginning of 1993, a Polish-owned and designed project, the Health Promoting House has

been launched as an initiative of the same department. In September 1993, the 1st National Conference on the "Healthy House" project was held in Warsaw. Head of the Department and two of his colleagues (B. Wasilewski & Z. Slonska) worked out and edited the first Polish book on health promotion (vol. of 460 pages).

In 1993, the Government accepted the National Health Program (first version) and adopted it as a governmental program of its health policy. The next year, consequently, another book on health promotion has been issued, entitled "Development of Health Promotion Center. A guide for local initiatives" by JB Karski. At the beginning of 1995, two new books entitled "Environment and Health" (vol. 540 pages) and "Healthy House" were issued and edited by - respectively - JB Karski & J. Pawlak (ed.) and JB Karski & S. Gzell.(ed.), "Health Promotion Glossary" by Z. Slonska. In 1995, within the Department of Health Promotion of NCHSM, the interdisciplinary team of more than 20 academics and scholars was established to deal with health indicators measurement. At the beginning, the team was named "The team for positive health indicators", but the team itself declared that the issue was too difficult and it will be better if the name was changed to "The team

for health indicators". The team initiated several national conferences connected with the issue.

It is worth mentioning that the "Healthy Worksite" initiatives and programs have been the oldest actions in the country because in former regime within occupational health institutions, disease prevention and health education have been its main tasks, but realization of these programs has not been the focal issue - they directed more to curative activities finally. Now, the National Network of Promoting Health functions within the Worksites, and is based on general health promotion principles.

All undertakings concerning health promotion have been badly needed for the facilitation and modernization and reform of the Polish health care and social systems, developed since 1989. These processes were also in accordance with the WHO suggestions and initiatives for change in Poland. The transition of Poland towards a market-oriented economy, including the health systems, required more and more emphasis on health promotion based on the organizational development of health settings. Those elements of action have been directed on primary health care organization with particular focus on family doctor responsibilities and new health policy development.

Now, one may say that health promotion has normal citizenship all over the country. All above mentioned have national networks dealing with health promotion program functions, and since 2000, more health promotion initiatives have been emerged because of introduction of laws obligating self-govern-

*Beyond Our Borders cont'd next page*

### Australian Health Promoting Hospitals Network

According to Micaela Drieberg, Health Promotion, Southern Health, Victoria, Australia, the first inaugural Australian Health Promoting Hospitals Network was held November 29, 2004 "and everyone was excited by it". At this stage, they "will concentrate in developing the Victorian branch of the Australian Network and include other interested parties from across Australia - which will hopefully eventuate into a thriving nation-wide network". For more information, contact [Micaela.Drieberg@southernhealth.org.au](mailto:Micaela.Drieberg@southernhealth.org.au).



## A Glimpse Into Brant Community Healthcare System: Health Promotion Strategies

The Brant Community Healthcare System consists of the 230+ bed, acute care Brantford General Hospital located in the city of Brantford. The Willett Hospital provides complex continuing care and palliative care services, as well as ambulatory and acute care services in nearby Paris, Ontario.

In early 2004, the former Community Health Services department was reorganized into the Wellness and Healthcare Integration portfolio with a focus on population health, integration, partnerships and wellness. Their vision is the “achievement of a healthier community”.

One of their initiatives was to provide hospital-wide inservices for the top five Brant County Health Issues with respect to the top five Case Mix Groups (CMG's) for each program/service (e.g., urgent care, ambulatory care, surgical, etc.). The top five Brant County Health Issues (e.g., lung disease, heart disease, injuries and poisoning, mental health, teen pregnancy) were used as a starting point for an increased understanding and emphasis on population health strategies across the hospital.

For more information, contact Karen B. Kuzmich, Coordinator, Wellness and Healthcare Integration.

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### *Beyond Our Borders Cont'd*

ments to develop and implement local and national health programs. Many conferences, books (original and translations) and papers on health promotion have been issued by various authors from different centers in the country. University medical schools have established faculties of health sciences dealing with public health, including health promotion on large scale. Ministry of Health introduced some obligation for specializing physicians of all specialties to attend health promotion courses and pass exams at the end of this type of reorientation..

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## Montreal, Quebec Hospital Health Promotion Initiative

Many Montreal hospitals have struggled with infection control issues, *C. difficile* in particular, during 2004.

Dr. Mirabelle Kelly, a microbiologist and infection disease specialist working at the Petite Patrie - Villeray Health Network in Montreal, became aware of the importance of the principles underlying health promotion. This physician felt that sometimes “we (hospital staff) are so busy doing secondary prevention and treating all sorts of complications, that we forget that much of our toil (and patient's suffering) could have been prevented if the patient hadn't visited the hospital in the first place”. She realized that there was need for primary prevention in order to tackle nasocomal infections - “we need to prevent people from visiting the hospital”. A committee consisting of 10 colleagues (psychiatrist, general practitioner, administrator, human resources manager, director of medical services, hospital director) decided to work together to become a hospital health promotion network. The Petite Patrie Health Network includes two Community Service

Centres (CLSC), two long-term care centres, and one secondary care hospital (Jean-Talon Hospital). A researcher from University of Montreal will determine the feasibility of implanting the network on the south shore of Montreal.

*Dr. Mirabelle Kelly can be contacted at:  
[Mirabelle.Kelly.hjt@sss.gouv.gc.ca](mailto:Mirabelle.Kelly.hjt@sss.gouv.gc.ca)*

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## Ontario Hospital Health Promotion Network's Terms of Reference

The Ontario Hospital Health Promotion Network is currently revising its Terms of Reference.

A committee is drafting the new funding definition, Vision, Mission, Values, and Goals and Objectives. This should be fully implemented by the next Health Promotion Exchange edition. Will be included in this issue.

## Check-Up for an Endangered Species

In the scheme of things the following will receive periodic check-ups: wives, mothers, children, pets, cars and furnaces. Notably missing from this list are men. Now one could say it's a GUY thing (if it ain't broke, don't fix it and if it is broke, don't admit it), but really it's a STUPID GUY thing! The survival of the fittest bat-

***It is simply about health promotion and prevention (men need both!).***

***As far as gender is concerned, men are an endangered population. The longevity gender gap is not narrowing significantly. It remains at about seven years.***

tle is being lost to 'xx chromosome'. So how does one get the Mustang into the corral and why does one want him there in the first place?

It is simply about health promotion and prevention (men need both!). As far as gender is concerned, men are an endangered population. The longevity gender gap is not narrowing significantly. It

remains at about seven years.

What is the male Periodic Health Exam about? It is about Prevention and Health Promotion. Reduce present risk for future gain!



Certainly acute problems need to be dealt with, but the emphasis is on health maintenance — males need a lot of health maintenance!

The periodic screening exam is controversial. It is not an efficient method for identifying asymptomatic disease (with the exception of high blood pressure). The suggested frequency of such exams varies from one to five years. When the emphasis of the exam is changed from screening to promotion and prevention, its usefulness increases. The frequency is open to debate, but it certainly varies inversely with age.

The real problem is compliance (getting the Mustang into the corral). The strategies range from national campaigns to personal invitations. The men's TV channel (Spike TV) recently ran a promotion and contest titled "Check-In or Check-Out". Articles in papers and newsletters are another to urge men to Check-Up. Men can be encouraged to book a complete health exam, when they show up for an acute problem. The most effective means is the personal approach - get their wives, mothers or girlfriends to send them!

*Don Stewart, B.A.Sc, M.D.  
(Newsletter Committee)*

### Guy Risks



- sports injuries
- high cholesterol
- driving etiquette
- sexual practices
- testicular cancer
- drug/alcohol abuse
- poor diet
- UV exposure/insect exposure
- tobacco use
- lack of exercise
- work/personal stress

### Guy Needs



- routine immunization
- diet counseling
- testicular self exam instruction
- aerobic exercise programs
- alcohol intake moderation
- sexual prophylaxis
- stress management
- physical activity protection
- smoking cessation

# BRIEFLY BRIEFLY BRIEFLY BRIEFLY BRIEFLY... Health Promotion Exchange News Digest

## High of the Ontario 2004 Health Promotion Summer School

The Centre of Health Promotion, University of Toronto, partners with a number of community organizations to offer a week of interactive learning. There were sessions adapted to the Francophone and Aboriginal participants as well, which created the opportunity for cross cultural experiences.

Participants could attend their choice of parallel workshops, smaller groups, and several practical hands-on workshops called "Toolboxes".

According to the participants, the 2004 edition of the Health Promotion Summer School was very successful.

Planning is underway for the June 18-23, 2005 Ontario Health Promotion Summer School. The theme is "Strengthening Community Action and Creating a Supportive Organizational Environment". Contact [hpss@rogers.com](mailto:hpss@rogers.com).

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## Seeking Smoking Cessation Practice Information

There has been a systematic review of the empirical evidence concerning exercise and smoking cessation. These researchers are now trying to locate any existing smoking cessation practice in Canada that uses structural exercise as an adjunct for smoking cessation. If anyone has any awareness of this type of practice, please contact: [gabrielle.branks@utoronto.ca](mailto:gabrielle.branks@utoronto.ca)

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## Irish Health Promoting Hospital Network

The Irish WHO network of health promoting health service organizations produce a regular newsletter. This can be accessed at [www.hphallireland.org](http://www.hphallireland.org)

## Interesting Websites

There is a free web-based course on the foundation of health promotion, health promotion strategies, practices and resources. This course is intended for any and all health promoters in Ontario. [www.ohprs.ca/hp101](http://www.ohprs.ca/hp101).

Health Promotion Practice (Journal of US Society of Health Promoters and Educators) [www.sagepub.co.uk/journals/details/j0309.html](http://www.sagepub.co.uk/journals/details/j0309.html)

The Canadian Health Network, Health Promotion Affiliate, a partnership of The Ontario Prevention Clearinghouse and the Centre for Health Promotion, has written a Homepage Feature article entitled "Healthy hearts and healthy communities: How health promotion helps us think differently about cardiovascular disease".

[www.canadian-health-network.ca](http://www.canadian-health-network.ca)

American Journal of Health Promotion [www.healthpromotionjournal.com/publications/journal.htm](http://www.healthpromotionjournal.com/publications/journal.htm)

Canadian Association for Suicide Prevention [www.suicideprevention.ca](http://www.suicideprevention.ca)

Globe and Mail article "Keep People Healthy in the First Place" June 24, 2004 - Andre Picard, Public Health Reporter [www.globeandmail.ca/servlet/articlenews/TPStory/LAC/20040624/HPICARD24/Health/idx](http://www.globeandmail.ca/servlet/articlenews/TPStory/LAC/20040624/HPICARD24/Health/idx)

The International Health Promoting Hospital Network's Newsletter No. 24 is now available online. It can be down-loaded at the website of the WHO Collaborating Centre for Health Promotion in Hospitals and Healthcare [www.hph-hc.cc](http://www.hph-hc.cc)

## Promoting Health In Your Hospital (video)

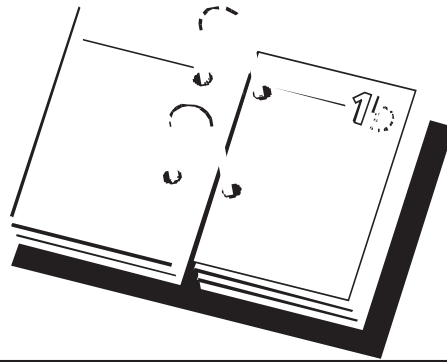
*This 12 minute video shows what health promotion looks like in a hospital setting. It examines questions such as what are the benefits? How do you get started? Why should you do it? How do you do it? What does the future hold?*

*The video can help the viewer find the answer to these questions and how to integrate health promotion into the healthcare service you provide now.*

*To order, send a cheque for \$29.00 (Canadian funds), made out to the Grand River Hospital, c/o Ted Mavor, P.O. Box 9056, 835 King St. W., Kitchener, ON N2G 1G3.*

*For further information, contact Ted Mavor at (519) 749-4300 ext 2375 or email [ted\\_mavor@grhosp.on.ca](mailto:ted_mavor@grhosp.on.ca).*

# Mark Your Calendar



## Grand River Hospital Community Health Promotion Series

**January 18, 2005**

**Depression or Just the Blues**  
K-W Health Centre, Gold Room

**February 22, 2005**

**The Ethical Soundness of Investing Health Dollars in Prevention and Health Promotion**  
12 Noon - 1:00 pm  
Grand River Hospital  
Regional Cancer Centre

**March 9, 2005**

**Men's Health**  
Kitchener Public Library

**April 6, 2005**

**Are Genes Putting You at Risk?**  
Kitchener Public Library

**March 14-19, 2005**

**15th Annual Art and Science of Health Promotion Conference**  
San Francisco, California, USA  
[www.healthpromotinconference.org](http://www.healthpromotinconference.org)

**May 18-20, 2005**

**13th International Conference on Health Promoting Hospitals**  
Dublin, Ireland  
[www.univie.ac.at/hth/dublin2005](http://www.univie.ac.at/hth/dublin2005)

**June 19-23, 2005**

**Ontario Health Promotion Summer School 2005**  
Toronto, Ontario  
[www.utoronto.ca/chp/hpss](http://www.utoronto.ca/chp/hpss)

## WANTED !! YOUR INFORMATION IS NEEDED

DO YOU OR YOUR ORGANIZATION HAVE UPCOMING EVENTS THAT YOU WOULD LIKE TO PROMOTE IN THE "HEALTH PROMOTION EXCHANGE"?

THE NEXT EDITION WILL  
BE JUNE 2005

Please send your information to:

TED MAVOR  
C/O K-W HEALTH CENTRE  
P.O. BOX 9056  
KITCHENER, ON N2G 1G3

OR FAX TO:

TED MAVOR AT (519) 749-4255

Articles are welcome additions to the newsletter—if you would like to submit an article about Health Promotion, or if you would like to know more about funding this publication, please contact Ted Mavor at (519) 749-4300 ext. 2375.  
email: [ted\\_mavor@grhosp.on.ca](mailto:ted_mavor@grhosp.on.ca)



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new web page!

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- Upcoming Events
- **Health Promotion Exchange** newsletter
- **Opening the Door** multicultural newsletter
- Promoting Health in your hospital
- Hospital Health Promotion network

<http://www.grandriverhospital.on.ca>

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