

**Proposal for
“APACPH Collaborating Center for Health Promotion (APACPH-CCHP)”**

1. Background

Mitigating the burden of such widespread problems as non-communicable diseases (NCDs) and aging population, requires collective action, regional cooperation, and experience exchange, in order to advocate and promote healthy lifestyle. Taipei Medical University (TMU) then proposes to establish a “Collaborating Center for Health Promotion (hereafter as CCHP)” within the Asia-Pacific Academic Consortium for Public Health (APACPH), aiming at coordinating members’ expertise and resources to advance health promotion agenda.

In detail, the Center will articulate evidence-based practices and policy options, providing the member countries with technical support and training opportunities. We need to consider other factors beyond evidence for decision making such as population characteristics, environmental and organizational context, resources, etc: The proposed CCHP will focus on those challenges that hinder healthy lifestyle promotion in the Asia-Pacific region, particularly in terms of capacity building and leadership.

Specifically, the Center will strengthen capacity and knowledge by disseminating, among the member countries, health promotion principles, strategies, and best and promising practices, including measures already adopted by single members, as well as new ideas developed for the future by CCHP. “Capacity building and leadership development” is one of the key elements in fulfilling the mission of APACPH. Thus, keeping this goal in mind, the Center will work to enhance capacity and leadership in the field of health promotion.

TMU proposes to launch CCHP in collaboration with academic members from APACPH countries, assigning the scientific governance of the Center to a task force within APACPH, and the administrative management to a secretariat at Taipei Medical University (Taiwan). Through this shared platform, APACPH

members interested in health promotion, will bring to the table their expertise and experiences, working together to build a competent regional capacity in health promotion, through a train-the-trainer model. Such approach enables experienced APACPH members to show less-experienced public health professionals how to deliver courses, workshop and seminars in both theory and practice of health promotion. The programs organized by CCHP will consist of workshops, seminars and symposium, to be held at least on an annual basis, mainly targeting public health officers, and junior health professionals and students.

2. Objectives (Can we measure, or evaluate all of them?)

- A. To establish a “Collaborating Center for Health Promotion (CCHP)”.
- B. To maintain a network for APACPH members and to create a platform for capacity building, as well as to promote a fruitful exchange of training approaches among APACPH countries.
- C. To organize workshops, forums and symposia, and to plan future projects with APACPH members, who are in health promotion field.
- D. To increase each trainee’s ability to work with public and private sectors, and with media.
- E. To enhance professionalism and research competence of health promotion workforce in APACPH countries.

3. Target participants

Public health officers, researchers, junior health professionals and students in public health in APACPH countries.

4. First year activities and beyond

2017: First forum on “Asia Pacific Regional Health Promotion Forum - Capacity Building”.

2018-2021: Regular mid and long-term academic and practical capacity building programs for public health officers and scholars.

5. Location

The Center is proposed to be in Taipei Medical University (Taiwan) in the beginning, and run in collaboration with several countries, including

Singapore, Malaysia, Japan, and Thailand (TBD).

Further information

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