



**Division of Health Promotion and Protection**  
**CRITERIA FOR THE SELECTION OF HEALTH PROMOTION**  
**EXPERIENCES AND GOOD PRACTICES**  
**HEALTH PROMOTION FORUM OF THE AMERICAS**  
**20-24 October 2002**  
**Santiago, Chile**

The Scientific Committee of the Health Promotion Forum of the Americas to be carried out in Santiago, Chile, 20-24 of October, 2002 will review and select exemplary experiences and good practices for oral presentation within **two categories** of Forum sessions: 1) Meeting of the Healthy Municipalities and Communities Network of the Americas, and the 2) Technical Sessions. Experiences will also be selected for poster presentation.

We invite individuals and organizations to submit experiences in these categories for review by the Scientific Committee. In general, the write-up of the submitted experiences should:

- Reflect the conceptual framework and strategies of health promotion
- Include lessons learned, difficulties, and challenges
- Include practical evidence, and
- Show positive as well as negative results

**Category I: Healthy Municipalities and Communities Network Meeting Sessions**  
Topic areas for Submitted Experiences

- Local public policies, ordinances, legislation, and regulation in the municipal context
- Local health promotion action plans (includes the healthy spaces experiences)
- Community and social participation, and intersectoral work
- Health promotion networks and alliances, including public-private partnerships

The Scientific Committee is looking for the following in this category:

1. Experiences related to healthy public policies, especially criteria and instruments for evaluating the consequences and/or the impact of various policies of different sectors on population health and protection of environments. The experiences selected will illustrate both the advocacy and negotiation processes important to the development of public policy as well as to the debate between the population and the legislative and regulatory structures that influence policy implementation. Included in this category is the impact of these on the determinants of health and equity (example: transportation, employment, agriculture, education, housing, taxation, smoke-free spaces, physical activity and others).
2. Experiences related to Healthy Municipality and Community action plans that include the processes of needs assessment and participatory local planning as well as the outcomes of evaluation. The experience should contribute to the health promotion effectiveness evidence base and the creation of healthy and protective spaces such as `health-promoting schools`, healthy work spaces (HMC), and other public spaces. Experiences will be selected in three subjects: 1) participation of intersectoral and civil society, 2) advocacy, and 3) mass communication to influence the public agenda and form an alliance with the media.

3. Experiences that describe intersectoral collaboration and community and social participation in the processes of needs assessment, planning and evaluation, as well as intersectoral collaboration in strengthening skills, competencies and capacities.
4. Experiences related to the formation of national and regional networks, process of structuring, roles and responsibilities, channels of communication, coordination, and financing; as well as the formation of alliances, agreements, and social pacts for health promotion (including public-private partnerships)

In all the topic areas, efforts will be made to select a variety of experiences that will be of interest to large municipalities, capital cities and urban areas as well as to small municipalities with rural and indigenous populations.

## **Category II: Technical Sessions**

### Topic areas for Submitted Experiences

- Investment and intersectoral action in health promotion
- Mobilization of resources and strengthening health promotion infrastructures
- Evidence of health promotion effectiveness, evaluation, and information systems and surveillance
- Reorientation of health, education and other services, and respective reform policies.

What the Scientific Committee is looking for in this category:

1. Experiences depicting intersectoral collaboration and investment, including a description of intersectoral planning, effective models and practices, and the formation of alliances between sectors, with international and national agencies, and between public-private sectors. Experiences selected will illustrate the formulation of intersectoral plans and the sustainability of intersectoral collaboration.
2. Mobilization and strengthening the capacity of health promotion resources at the following levels: community, intersectoral, undergraduate and graduate universities. Presentations of results by academic programs in terms of number of graduated/trained and its impact on the health promotion
3. Evidence of health promotion effectiveness, evaluation of experiences, and strengthening of information and surveillance systems, including aspects of integrated and intersectoral evaluation, the efficiency and effectiveness of interventions or implemented health programs, and the evaluation of changes to policies and systems
4. Reorientation of the health systems and services, education and other sectors: models of care and/or teaching that include a focus on health promotion actions – established in the context of official standards (mental health in primary care, community health and work with specific health promotion topics and by groups, promotion of good nutrition and active living, others).

Send the summaries (**250 words or less**) of experiences and good practices to [HPP@paho.org](mailto:HPP@paho.org) or by Fax to 1- 202-974-3640. You may specify your choice for oral or poster presentation and we will do our best to accommodate your choice. The **deadline** to submit summaries is **30 July 2002**.