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Meet the Authors: Session report

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Title of the book: Health Promotion Theory and Practice

Names of the authors of the book present at the session: Hua Fu, Pin-pin Zheng, Hui-jing Shi

During the past decades, various studies of health promotion programs have been carried out in different sites in China. Due to the complex nature of health promotion, researchers and public health professionals realized that those health promotion programs would achieve better results if they were guided by sound theories and practice experience of health promotion. Health Promotion Theory and Practice, the first Chinese book that provides an in-depth introduction of a variety of theories in health promotion, was first published in 2003. Now in its second edition, it maintains the critical, sociological, and historical perspective of the previous edition and adds a greater focus on health promotion practice. Thoroughly updated and reorganized, the book now is organized into three parts by prominent academics, researchers, and practitioners. Part one is Theoretical Foundations of Health Education and Health Promotion. It introduces the basic concepts and knowledge of health, health education and health promotion, and the social ecological model of health. Part two is focused on theories of health promotion at individual, interpersonal, organizational/ community levels. Part three introduced comprehensive practical framework of health promotion program within Chinese cultural context. This book will be useful for researchers and practitioners who are interested in health promotion in various settings in China.

2 Interview at the 21st IUHPE conference

At the 21st IUHPE conference, Prof Fu and his co-authors presented this new book at the 'Meet the authors' session. During this session, Prof Fu discussed with the participants about how this book could help researchers to carry out health promotion programs. After that, we conducted a 15 minutes interview with the authors. Here are some questions we asked, which can let you learn more about this book.

Q1: What motivated the production of this book?



A1: Most theories of health education and health promotion were developed in western countries. Due to the lack of a useful Chinese guide book about health promotion theory, Chinese researchers and practitioners usually found it quite difficult in designing and evaluating health education and health promotion projects/programs. Considering this, we wrote this book, making connections to evidence-based practice and theories of health promotion.

Q2: *How does this book differ from other books on the same topic?*

A2: In recent years, several Chinese books on health promotion have been available. Compared to them, this book introduced each sound theory/model more comprehensively. That means, for each theory/model or conceptual framework, the readers could not only know the exact meaning of all related concepts and structures in depth, but also could know how to use the theory/model in health promotion research and practice.

Q3: *What do you hope will be achieved by people reading this book?*

A3: After reading this book, it is hoped that readers would know how to design, implement, and evaluate health promotion research and programs.

Q4: *What was the hardest part of writing this book?*

A4: Some of the theories have never been used in China, so it is difficult to provide the readers some examples from China. To overcome this, we added some examples from other countries.

Q5: *Who is your target audience?*

A5: The target audience is mainly Master's and Doctoral degree students majored in public health and related disciplines in China. Meanwhile, lots of Chinese researchers and practitioners who are interested in health education and health promotion are using this book as an important reference book.

Q6: *What are the challenges?*

A6: The biggest challenge is how to put some typical and sound health promotion theories into practice in China. This book may provide some connections between theory and practice. However, we still need more examples of theoretically based health promotion programs from China.

3 Conclusion:

As the first book focusing on health promotion theory and practice in Chinese language, it provides an introduction to some of the important ideas that underlie the field of health promotion. It is intended for readers who want to understand and conduct research on health promotion that combine to shape the health of individuals, communities, and populations. As such, this book provides the basis for a career in any of the health sciences, and will allow for the development of effective health promotion programs.