

## **Publication on the Evidence of Health Promotion Effectiveness in Africa**

The APHPE, through support from the International Union for Health Promotion and Education (IUHPE), has conducted a literature review on health promotion in the region and has commissioned a comprehensive set of manuscripts for a publication on Health Promotion Effectiveness. The main aim of this publication is to provide evidence that health promotion is an effective approach to addressing health and development issues. It is therefore anticipated to be an advocacy tool for health promotion in the region. The publication will also serve as a reference manual for training in health promotion, and will potentially increase recognition of the context of health promotion in the African region.

### **Rationale of the publication**

1. Showcase evidence of health promotion effectiveness in the region;
2. Provide a better understanding of health promotion in the region;
3. A reference document for health promotion training and practice;
4. Advocacy tool for HP in Africa; and
5. Resource mobilization tool.

### **Target audience**

- Programme managers – Ministries, NGOs;
- Policy makers and planners;
- Training institutions – universities, colleges; and
- Health promotion practitioners.

### **Title: Perspectives on Health Promotion Effectiveness in Sub-Saharan Africa**

The publication will be comprised of 10 chapters organised in 3 sections. It will be completed by the end of 2009 to be launched in the context of the upcoming WHO health promotion conference that will take place in Nairobi.

### **Part 1: Generating health promotion evidence in Africa**

#### **Part 2: Examples from the field**

The following format was agreed upon for each of the examples:

- Background and/or introduction – objectives, rationale, justification
- Approach/methodology
- Examples/evidence/findings
- Discussion
- Conclusions and recommendations

### **Part 3: Perspectives on the future of health promotion effectiveness in Africa**

#### **Potential impact:**

- The main aim of this publication is to provide evidence that health promotion is an effective approach to addressing health and development in Africa. It is therefore anticipated to be an advocacy tool for health promotion in the African region.

- The publication will be a reference manual for education and training in health promotion.
- Increased recognition of the context of health promotion in the African region.
- Contributing to the development of a culture of health promotion evaluation in the African region.