

### **Professor Robert BEAGLEHOLE**

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Professor Robert Beaglehole was Professor of Community Health at the University of Auckland until 2003. Between 2004 and 2007 he directed the World Health Organization's Department of Chronic Disease and Health Promotion. He is now an Emeritus Professor of the University of Auckland and is engaged in public health issues in New Zealand and globally.



## 環球前瞻與健康促進策略 Global Challenges and Strategies for Health Promotion

This year marks the 25<sup>th</sup> anniversary of the Ottawa Charter for Health Promotion and the fifth anniversary of the Bangkok Charter for Health Promotion in a Globalised World. It is thus appropriate to review the current state of health promotion, through the lens of the global attention now given to the prevention and control of non-communicable diseases (NCDs). The Ottawa definition still stands: health promotion is the process of enabling people to have control over, and to improve, their health and the five proposed action areas remain critical to health improvement. The Bangkok Charter highlighted the importance of addressing the determinants of health by making health promotion: central to the global development agenda; a core responsibility for all of government; a key focus of communities and civil society; and a requirement for good corporate practice. The UN High-Level Meeting on NCDs held in New York in September was a major opportunity to focus the attention of heads of states on the NCD crisis. The political statement stemming from the meeting was an advance since it recognises the devastating health and economic impacts of NCDs on individuals, families and countries. However, the commitments made by heads of states to respond to the crisis appear to fall short of those required to adequately address the problems. The action paragraphs recognise many health promotion best practices but fail to specify goals and targets against which progress can be measured in a transparent manner. Health promotion practitioners have lessons to learn in translating their efforts from local to global issues.