



NGO Alliance for Health  
Promotion



## **Making Health Promotion “Tangible”**

**Workshop on community assets and measuring their impact, hosted by**

**NGO Alliance for Health Promotion, A4HP**

**20<sup>th</sup> IUHPE Conference, CICG, Geneva**

**15 July 2010, 11:00-12:30 – Wild Side, Room D**

### **General description**

Does the mantra “if it can’t be measured, it can’t be funded” always hold true? How can outcomes of NGO activities in health promotion be made “tangible” or measurable?

This workshop aims to highlight practical challenges and approaches to generating “evidence” for the role of community assets to mainstream health promotion. Issues surrounding the need for “evidence” will be discussed and participants will be invited to provide innovative solutions based on their experience in a brainstorming World-Café workshop format.

### **Trigger Speakers**

- Mihály Kökény, WHO executive board member, former Minister of Health for Hungary
- Penny Hawe, University of Calgary, IUHPE Global Working group on Social Determinants of Health
- Gauden Galea, WHO Coordinator for Health Promotion

### **Facilitators**

- Penny Hawe, University of Calgary
- Adebisi Adebayo, Inter-African Committee on Traditional Practices
- Grace Lo Yuen Fong, International Federation of Red Cross and Red Crescent Societies
- Xuan Hao Chan, International Pharmaceutical Federation
- Gabriella Sozanski, International Health Co-operative Organisation
- Peter Carson, PM Carson Consulting

Established in Geneva, Switzerland, the NGO Alliance for Health Promotion’s mission is to improve the health and development of all people by building a collective NGO voice and strengthening advocacy, policy and action in the promotion and protection of health.

Learn more about us at <http://www.ngos4healthpromotion.net>

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