



Meeting of the International Institute for Health Promotion in Heidelberg, Germany September 20-22, 2007



compiled by Wolf Kirsten

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1. Introduction

The first meeting of the International Institute for Health Promotion (IIHP) since the year 2000 was hosted by the Institute for Sports and Sports Science of the University of Heidelberg in Germany on September 20-22, 2007. 15 individuals from 12 countries met to discuss the renewed mission, objectives and future of the IIHP. In addition, the participants provided updates on their work and research.

The International Institute for Health Promotion, founded at American University in Washington DC in 1996*, is a global cooperative comprised of select academic institutions, national and multinational corporations, private foundations and professional associations, and world thought leaders in health promotion. The primary focus of the International Institute for Health Promotion (IIHP) is the continued education, development, and advancement of the current and future professionals that reside within the health promotion and health promotion management fields throughout the world.

2. History of the IIHP

The founding and development of the IIHP in 1996 was a logical strategic international extension of the prior sixteen years of academic and research activities conducted by the National Center for Health and Fitness (NCHF) at American University. Founded in 1980, the central purpose of NCHF was to provide leadership for the United States in the areas of health risk identification and lifestyle improving activities and to stay abreast of the growing and changing needs of the health and fitness industry and, in particular, health promotion professionals. To that end, in 1980 the American University, as a central activity of the NCHF, also established an interdisciplinary Master of Science Program in Health and Fitness Management (now an MS in Health Promotion Management).

Today the NCHF continues to strive to stay at the forefront of the health promotion movement and the many issues that face the US population while at the same time maintain its established leadership position as one of the premier health promotion academic centers.

The onset of globalization and in particular the internationalization of the workforces of the world coupled with the increasing requests for information from the international community with respect to Health Promotion activities served as the impetus for the establishment of the IIHP at American University. Thus, starting in the 1988, the founder of the NCHF embarked on a systematic process of evaluating the merits of officially establishing a global network of institutions and individuals to respond to the ever increasing needs of the global community with respect to quality Health Promotion programs and the educational preparation of professionals entering this rapidly emerging discipline. The culmination of this process was the founding meeting for IIHP held at American University in June of 1996. Today the IIHP is comprised of some 200 institutions, organizations, and individuals that represent more that 50 countries.

To further implement the strategic objectives of the IIHP, the organization is actively establishing *IIHP Regional Centers* throughout the world so as to bring the collective

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resources of the membership of the IIHP closer to select regions as well as to each other. The attached world map represents the delineation of the global areas for the IIHP as well as its current level of membership concentration.

3. Scientific Presentations

The following presentations were given during the first day of the meeting:

- **Cilas Wilders** (South Africa) – The Effect of Intervention on Coronary Prone Executives in the South African Colliery Industry
- **Toshio Yamazaki** (Japan) - Health Promotion Program for Adults with Risks of Lifestyle-Related Disease
- **Emmanuel Owolabie** (Botswana) - Overweight, Obesity and Metabolic Syndrome in Botswana Urban Male and Female Dwellers
- **GL Khanna** (India) – Health of India
- **Gerhard Huber** (Germany) – Workplace Health Management and the Project “Kraftwerk”
- **Antero Heloma** (Finland) – Prevention of Smoking at Work
- **Dieter Lagerstrom** (Norway) - Friluftsliv- The Nordic Way to Fitness, Health and Well-Being
- **Pavel Stejskal** (Czech Republic) - Will Health Promotion Require Experts?
- **Ricardo De Marchi** (Brazil) – Health Promotion in Brazil
- **Klaus Weiss** (Germany) – Health Fitness Mobile & Health Promotion for the Mosbach Police Force

4. Mission Statement

After extensive deliberations in the plenary session and in the groups the following mission statement and strategic objectives were agreed upon:

“The mission of the International Institute for Health Promotion (IIHP) is to strategically maximize the intellectual resources of select academic institutions, private and public sector organizations, companies and professionals in order to continually enhance and advance the education preparation and training of health promotion professionals.

The IIHP will accomplish this through the facilitation and development of collaborative educational strategies, focused research and public and private sector initiatives and partnerships”

5. Strategic Objectives

The Membership of the IIHP is dedicated to fulfilling the organization’s mission through the successful development and implementation of the following five strategic objectives.

- To develop and recommend core curricula content for preparation of current and future health promotion professionals.
- To develop, recommend and offer continuing educational programs for health promotion professionals
- To develop a research program along with appropriate methodologies to advance the evidence base of quality health promotion programs.
- To develop and coordinate international exchange opportunities for students, faculty, and professionals within the field of Health Promotion.
- To encourage and assist public and private sector organizations in the development, implementation, management and evaluation of health promotion policies and programs.

6. Next Steps and Outlook to 2008

In order to realize the strategic objectives and advance the mission the following next steps are planned for the coming year:

- To redesign and update the IIHP website hosted by American University in Washington, DC. Features will include:
 - About the IIHP
 - History
 - Mission and objectives
 - Founders
 - Members
 - Resources
 - IIHP conference.

IIHP members have been asked to provide information on their institution as well as their curriculum vitae and research interests.

- To update and refresh the IIHP global network, i.e., checking on contact information and the continued interest to be part of the IIHP
- To reach out to additional key organizations and individuals. Each member will approach an organization in their home country or region (i.e., who should be at the table next year and in the future?)
- To plan for next year's meeting in Washington, DC (American University and the Airlie Center in Northern Virginia). It was agreed upon that presentations and the working groups will focus on curriculum development. This will include some preparatory work leading up to the meeting. One of the envisioned outcomes is the development of an IIHP summer school. As possible dates either June or September were identified (Thursday to Saturday).

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- Appendix



IIHP Conference and Strategy Meeting Program Heidelberg, Germany - September 20- 22, 2007

Thursday - September 20 - Evening

Get together and get to know Alt Heidelberg

Friday - September 21

9:00 to 17:30 Lectures and Discussion

9:00 – Welcome - Introductions

Prof. Dr. Gerhard Huber

Prof. Dr. Bob Karch

Wolf Kirsten – The IIHP: Filling a Need in the International Health World

9:30 **A Strategic Vision for the IIHP**– Bob Karch

10:00 Discussion – Q&A

10:30 Break

11:00 Health Promotion Around the World Session 1:
(15 minutes each)

Cilas Wilders (South Africa) –The Effect of Intervention on Coronary Prone Executives in the South African Colliery Industry

Toshio Yamazaki (Japan) - Health Promotion Program for Adults with Risks of Lifestyle-Related Disease

Emmanuel Owolabie (Botswana) - Overweight, Obesity and Metabolic Syndrome in Botswana Urban Male and Female Dwellers

GL Khanna (India) – Health-related Problems in Rural Indian Population

Gerhard Huber (Germany) – Project “Kraftwerk”

12:30 Lunch

14:00 Health Promotion Around the World Session 2:

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Antero Heloma (Finland) – The Effect of Smoking on Work Productivity

Dieter Lagerstrom (Norway) - Friluftsliv- The Nordic Way to Fitness, Health and Well-Being

Pavel Stejskal (Czech Republic) - Will Health Promotion Require Experts?

Ricardo De Marchi (Brazil) –

Klaus Weiss (Germany) -

15:30 Break

16:00 Discussion & Charging of Group for 2nd day

17:30 End of Day 1

19:30 **Evening Event**

Dinner at “Zum Weissen Bock” - *Invitation of American University*

Saturday - September 22

9:00 to 13:00 – Discussion & Group Work

9:00 Summary of Day 1 & Discussion

9:30 Facilitated Discussion & Participant Input:

Implementation of the IIHP Strategic Vision

(issues, organizational structure, regionalization, publications, projects, outreach to other organizations, funding, etc.)

12:00 Discussion of Specific Actions & Next Steps

13:00 Lunch

14:00 **Discussing and Walking: “the Philosophers Path in Heidelberg”**

19:00 Dinner at Local Brewpub and End of Meeting

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Participant list

First name	Last name	Country	Organization	Email
Ricardo	De Marchi	Brazil	CPH	rdmarchi@cph.com.br
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Global areas for the IIHP

