Health Promotion in the Asia Pacific Region: An Ongoing Challenge

Colin Binns, MBBS, PhD¹ and Wah-Yun Low, PhD²

Health promotion has always been central to the mission of the Asia Pacific Academic Consortium for Public Health (APACPH) and featured in the first issue of this journal.¹ Since that time, several of our conferences have been devoted to health promotion and related themes. Prof Walter Patrick from the International Center for Health Promotion and Disease Prevention at the University of Hawaii gave some simple and yet profound advice on what the aim of health promotion that empowers communities should be, “When the experts leave, the programs continue.”² At the 32nd board meeting held at the Chinese University of Hong Kong in 2000, APACPH members noted the emerging chronic diseases epidemic and stated,

The cost of treatment for these diseases will be massive, but APACPH believes that concerted action by government and multinational organisations may make it possible to prevent much of this disease. Appropriate health promotion and public health programs are needed now.³