



**2023** | BANGKOK  
THAILAND

# Meeting Synthesis Report

The 20th Annual Meeting  
of the International Network of Health Promotion Foundation 2023

**The Next Step of INHPF:  
Accelerating Health Promotion Innovations  
towards Equitable Well-being**

**7-10 November 2023**  
ThaiHealth Center, Bangkok, Thailand





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# 1 The 20th **INHPPF** Meeting at A Glance



## ❖ The 20th INHPF Meeting at A Glance

**INHPF** is a network of Health Promotion Foundations and like-minded partner organisations aiming to promote equitable health and well-being for all people. The International Network of Health Promotion Foundations (INHPF) was established in 2000 to enhance health promotion efforts worldwide. Its objective is to strengthen the capacity of countries interested in promoting the health of their populations at national and local levels through the work of health promotion foundations. The network currently consists of seven organisations:

- ◆ Victorian Health Promotion Foundation (VicHealth), Australia (currently serving as the INHPF Chair)
- ◆ Thai Health Promotion Foundation (ThaiHealth) (currently serving as the INHPF Secretariat)
- ◆ Western Australian Health Promotion Foundation (Healthway)
- ◆ Korea Health Promotion Institute (KHEPI)
- ◆ Taiwan Health Promotion Administration (Taiwan HPA)
- ◆ Tonga Health Promotion Foundation (TongaHealth) (currently serving as the INHPF Treasurer)
- ◆ Health Promotion Board (HPB), Singapore

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Additionally, INHPF collaborates with various international partner organisations, including the Southeast Asia Tobacco Control Alliance (SEATCA), the World Health Organization (WHO), the Vietnam Tobacco Control Fund, the Lao PDR Tobacco Control Fund, and the International Union of Health Promotion and Education (IUHPE). INHPF has advocated for establishing sustainable financial mechanisms for health promotion, as exemplified by projects like ProLEAD, in regions such as WHO-WPRO, WHO-EMRO and WHO-SEARO.

These initiatives enhance countries' capacity to establish such mechanisms. INHPF members have received study visits and shared lessons learned with different countries worldwide. Moreover, INHPF has participated in and hosted scientific sessions in international forums, including the WHO Global Conference on Health Promotion and the IUHPE World Conference on Health Promotion to promote the health promotion fund models.

## ❖ The 20th INHPF Meeting Objectives and Expected Outcomes

Each year, the INHPF holds an annual meeting to convene among the members and strategic partners, and the 20th INHPF Annual Meeting in 2023 was hosted by ThaiHealth in Bangkok, Thailand. The meeting was from 7th to 10th November 2023 at the ThaiHealth Center in the Sathorn district of Bangkok. The central theme of the meeting is **“The Next Step of INHPF: Accelerating Health Promotion Innovations towards Equitable Well-being”**. The objectives of the 20th INHPF Annual Meeting in 2023 were:

- ◆ Strengthen the network through the exchange of knowledge and experiences and the promotion of partnerships and collaborations,
- ◆ Declare the network’s stance and commitment to advancing health promotion globally,
- ◆ Exchange good practices and lessons learned in health promotion from Thailand with, and
- ◆ Other INHPF members and international partner organisations.

There are three expected outcomes of the meeting. First, the INHPF network gets strengthened through the mutual exchange of knowledge and experiences and the enhancement of partnership and collaboration, facilitated by signing a new agreement for the network. Second, the Bangkok Declaration is established, signifying the network’s commitment to advancing health promotion at a global level. Third, Thailand’s health promotion models and lessons learned in health promotion efforts are shared and gain recognition internationally.

One of the significant milestones of the meeting was the establishment of the Bangkok Declaration, the commitment of the INHPF members to espouse health promotion as an essential component of a comprehensive public health strategy to advance the well-being of individuals, families and communities. The INHPF Bangkok declaration document can be found in the [appendix II](#).

## Meeting Overview: Structure, Agenda, and Profile of Participants

The 20th INHPF Meeting 2023 was structured into three main activities: pre-conference activities, which were held on 7 November 2023; the scientific sessions, which were held on 8-9 November 2023; and site visit sessions, which were held on 10 November 2023 (Figure 1.1.). This report only covers the scientific sessions held 8-10 November 2023. Figure 2 summarises the scientific sessions of the 20th INHPF Meeting 2023. The details of the meeting agenda can be found in the appendix I.

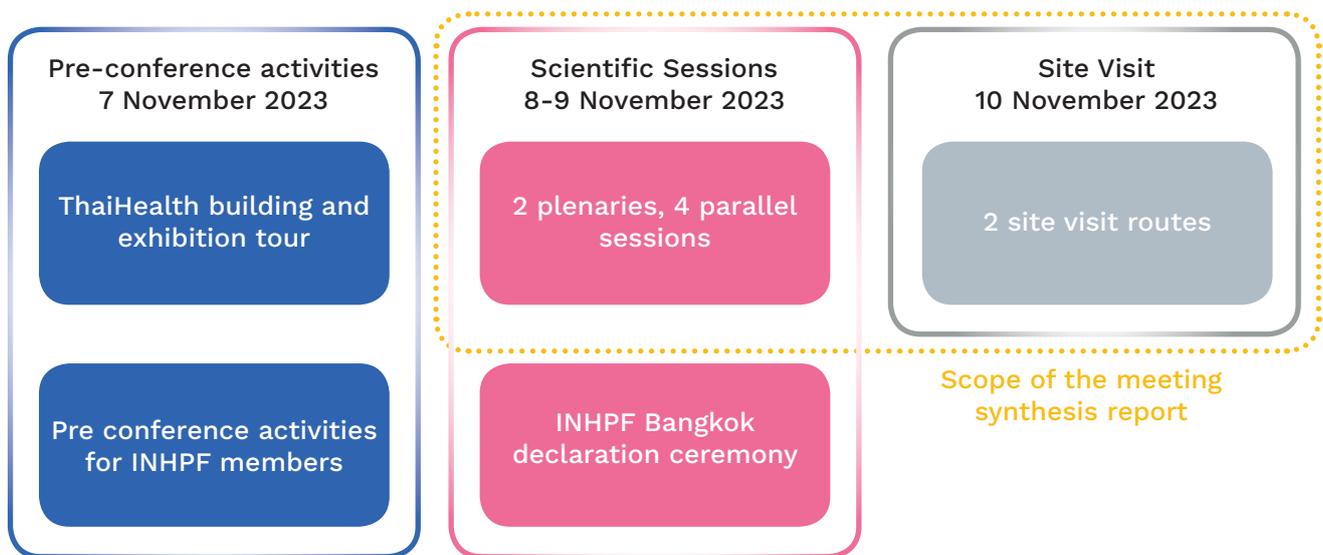


Figure 1.1. Meeting structure and agenda summary of the 20th INHPF meeting 2023

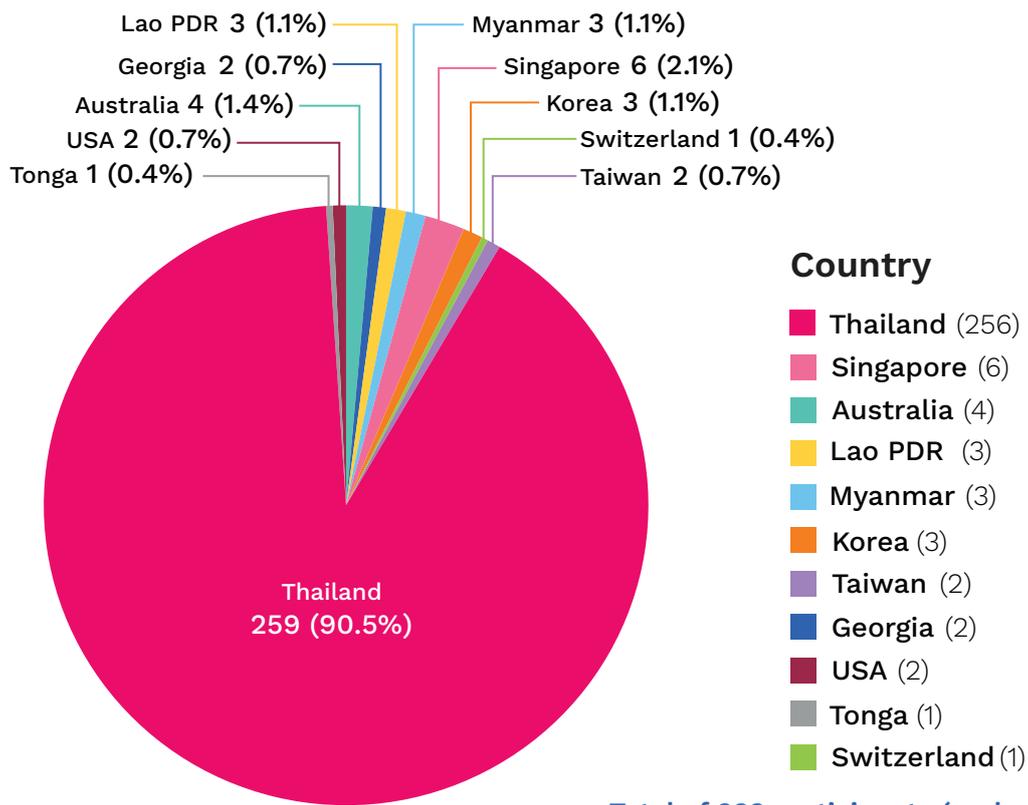
Table 1.1

**Scientific sessions of the INHPF meeting 2023  
(plenaries, parallel sessions, and site visits)**

Date/Time	Session Name	Speaker/ Panelist
<b>8 Nov 2023</b> 11.00-12.00 Event Hall 201	<b>Plenary 1:</b> Health Promotion Innovations Towards Equitable Well-being	<p><b>Keynote Address: “The Journey of INHPF: 23 Years and Counting”</b>            by Prof. Dr. Prakrit Vathesatogkit, INHPF Advisor and Executive Secretary, Action on Smoking and Health (ASH), Thailand</p> <p><b>Keynote Address: “A Global View of Health Promotion in the 21st Century”</b>            by Dr. Rüdiger Krech, Director, Health Promotion, Division of Universal Health Coverage and Healthier Populations, WHO Headquarters, Geneva, Switzerland (via a VDO)</p> <p><b>Panel Discussion “Health Promotion Innovations towards Equitable Well-being”</b>            by Dr. Sandro Demaio (VicHealth CEO and INHPF Chair), Mr. Tay Choon Hong (Chief Executive Health Promotion Board, Singapore), Ms. Shu-Li Chia (Deputy Director General Health Promotion Administration, Taiwan), Dr. Yu-Hsuan Lin (Division Director Maternal and Child Healthy Health Promotion Administration, Taiwan), Dr. Supreda Adulyanon (Chief Executive Officer ThaiHealth)</p>
<b>8 Nov 2023</b> 13.00-14.45 Event Hall 201	<b>Parallel Sessions 1.1:</b> Synergistic Partnership/ Multisectoral Collaboration in Health Promotion	Dr. Nuttapun Supaka (Senior Director of Partnership and International Relations Section, ThaiHealth), Ms. Ofeina Filimoehala (CEO of Tonga Health Promotion Foundation), Mr. Gideon Ho (Assistant Director, Strategic Planning & Collaborations Health Promotion Board, Singapore), Mr. Mark Tuohy (Chief Operating Officer, Health and Well-being Queensland), Ms. Kristine Cooney (Executive Manager, Policy, Strategy & Impact Group VicHealth), Mr. Teera Watcharapranee (Director, StopDrink Network, Thailand)
<b>8 Nov 2023</b> 13.00-14.45 Exhibition Room 206 2nd Floor	<b>Parallel Sessions 1.2:</b> Innovations to Addressing Major Risks of NCDs	Dr. Pairoj Saonuam (Assistant CEO ThaiHealth), Dr. Sandro Demaio (CEO VicHealth and INHPF Chair), Mr. James Lim (Assistant Director Division, Health Promotion Board, Singapore), Assoc. Prof. Dr. Yodchanan Wongsawat (Director Institute for Technology and Innovation Management (iNT) Mahidol University), Dr. Yumi Oh (Director Department of Health Policy Research and Evaluation Korea Health Promotion Institute (KHEPI)), Dr. Olivia Corazon Nieveras (Medical Officer (Non-Communicable Diseases) WHO Thailand)
<b>8 Nov 2023</b> <b>15.15-17.00</b> Room 414 4th Floor	<b>Parallel Sessions 2.1:</b> Social Marketing and Power of Young Generation for Health Promotion	Ms. Supatnuj Sorndamrih (Senior Director of Social Marketing Sector ThaiHealth), Professor Jeff French (Brighton University and CEO of Strategic Social Marketing), Professor Sharyn Rundel Thiele (Vice president of the International Securities Market Association (ISMA)), Dr. Derek Ong Lai Teik (Associate Head of Marketing Subject Group Hertfordshire Business School),

Date/Time	Session Name	Speaker/ Panelist
		Mr. Nontakorn Siriwattanasatorn (Medical Student, Chulalongkorn University and Vice-President for the External Affairs The International Federation of Medical Students Associations, Thailand Chapter (IFAMSA-Thailand)), Dr. Sa-Nga Damapong (Nutrition Specialist), Dr. Chantana Ungchusak (Chairman of the Board of Healthy Food Plan, ThaiHealth), Mr. Sompat Trisadikun (Chief Creative Officer GREYnJ UNITED)
<b>8 Nov 2023</b> 15.15-17.00 Event Hall 201	<b>Parallel Sessions 2.2:</b> Leaving No One Behind: Building Cultures of Equity and Inclusivity	Dr. Prakasit Kayasith (Deputy CEO ThaiHealth), Dr. Wachara Riewpaiboon (Deputy Director, Ratchasuda College, Faculty of Medicine Ramathibodi Hospital Mahidol University, Thailand), Mr. Renaud Meyer (UNDP Resident Representative to Thailand), Mr. Mark Tuohy (Chief Operating Officer Health and Well-being Queensland), Mrs. Jatuporn Rojanapanich (Director-General Department of Social Development and Welfare, Ministry of Social Development and Human Security, Thailand)
<b>9 Nov 2023</b> 09.00-10.30 Event Hall 201	<b>Plenary 2:</b> The Next Step of INHPF	<b>Keynote address: “The Next Decade of INHPF: Key Challenges and Opportunities”</b> by Dr. Sandro De-maio (VicHealth CEO and INHPF Chair)  <b>Panel discussion: “How to tackle key challenges and capitalize on opportunities to advance health promotion in a dynamic world”:</b> Dr. Supreda Adulyanon (Chief Executive Officer ThaiHealth), Ms. Ofeina Filimoehala (CEO, Tonga Health Promotion Foundation), Ms. Sarah Xia (Chief of Staff VicHealth), Ms. Bungon Ritthiphakdee (Founder and Senior Advisor to SEATCA), Professor Yik-Ying Teo (Dean, Saw Swee Hock School of Public Health, National University of Singapore)
<b>10 Nov 2023</b> 09.00-15.00	<b>Site visit route 1:</b> Sampran Model, Nakhon Pathom Province	ThaiHealth Staff and Partners
	<b>Site visit route 2:</b> Healthy MRT Stations and Healthy Space at Benjakitti Park	ThaiHealth Staff and Partners

The INHPF meeting held in Bangkok in 2023 was a significant gathering that brought together various stakeholders in the field of health promotion. This event was a total of 283 participants (exclude press), comprising a mix of attendees from Thailand and several other countries, reflecting a diverse international engagement. Among these participants, 34 were distinguished speakers and panellists, contributing to the scientific sessions with their strong expertise and backgrounds in health promotion. This blend of local and international insights, along with the presence of esteemed professionals in the field, underscored the meeting’s commitment to advancing health promotion on a global scale. Figure 1.2. presents profile of the 20th INHPF Annual Meeting’s participants.



Total of 283 participants (exclude press)

**Note:**

- (1) Meeting participants calculate from online and on-site participation and
- (2) Country defines as **work station country**, not the participants' nationalities

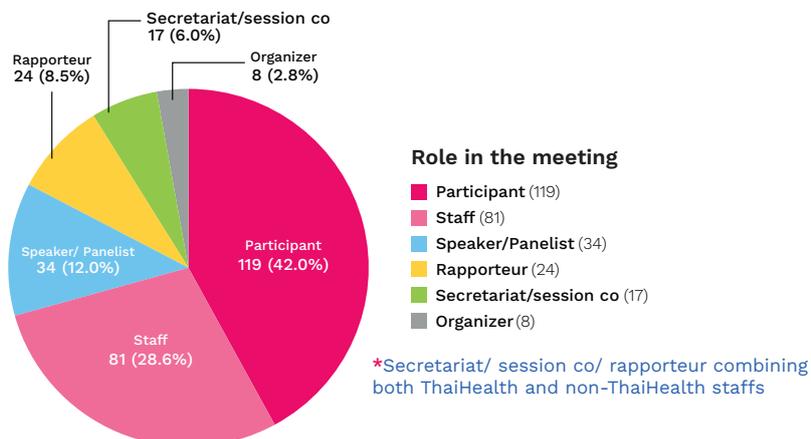
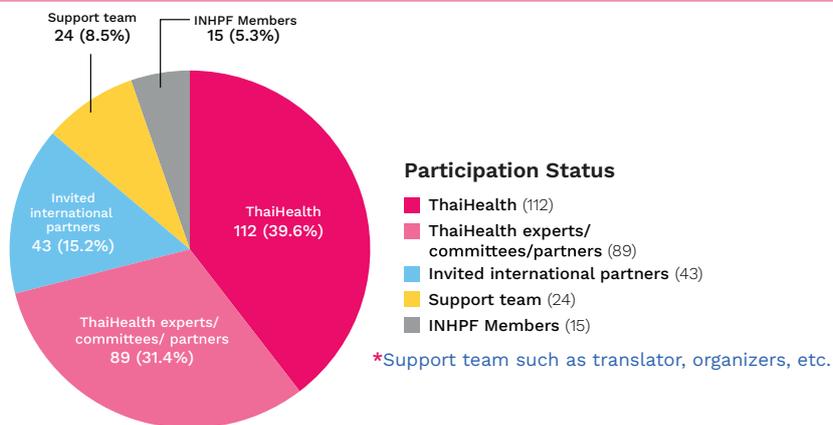


Figure 1.2. Profile of participants based on countries and roles in the INHPF meeting 2023

## ❖ Scope, Objectives, and Audience of this Report

This meeting synthesis report summarises and synthesises scientific sessions from the 20th INHPF Meeting 2023, compiled by the rapporteur team (Figure 1). A total of 27 people participated in extracting and summarising two plenary sessions, four parallel sessions, and two tracks of study visits during the 8–10 November 2023. The names of the rapporteurs can be found in the appendix. Hence, other meeting activities beyond the scientific sessions were not covered in this report. This report comprises two distinct meeting summaries:

- ◆ a comprehensive meeting summary and synthesis
- ◆ visual note summaries for each session.

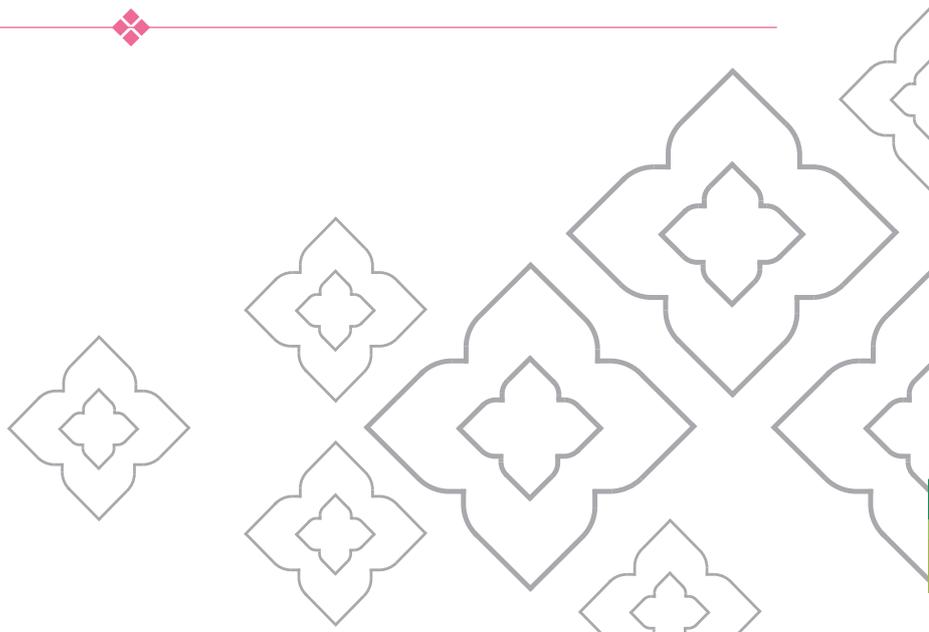
The latter were generated in real-time during the sessions and subsequently presented within Event Hall 201 during the meeting.



Figure 1.3 Visual Note presented in front of the meeting room

The objectives of this report encompass several key goals. First and foremost, it serves as a comprehensive summary of the 20th Annual Meeting of the International Network of Health Promotion Foundation 2023, condensing the wealth of information and discussions into a concise document. Additionally, it identifies and highlights priority areas in health promotion, shedding light on critical issues that demand the attention of stakeholders in the field. This report is also designed to provide valuable guidance to various stakeholders, including policymakers, healthcare professionals, researchers, and community leaders. Ultimately, this meeting synthesis serves as a powerful call to action. It inspires stakeholders at all levels to translate the strategies and recommendations discussed during the meeting into tangible initiatives and policies, with the overarching goal of improving health outcomes and promoting well-being in communities worldwide.

The report serves as a valuable resource for a diverse audience of stakeholders involved in health promotion, public health, policy development, and community engagement. Health professionals, including doctors, nurses, and healthcare administrators, can gain insights into innovative approaches to health promotion and sustainable healthcare systems. Policymakers and government officials can utilise the synthesis to inform the development of health policies that emphasise collaboration, equity, and the integration of digital technologies. Researchers and academics in the fields of public health and social determinants of health can find valuable information for further studies and academic research. Community leaders, NGOs, and grassroots organisations can use the synthesis to guide their efforts in promoting health and wellness within their communities. Additionally, technology and innovation stakeholders, educators, advocacy groups, international health organisations, students, and the general public can all benefit from the synthesis's comprehensive insights and recommendations, which collectively contribute to advancing health promotion and enhancing the well-being of communities on a global scale.



# 2 Summary of the scientific sessions of the 20th **INHPF** Meeting 2023

This report offers two distinct summaries:

- ◆ a scientific summary crafted by the rapporteur team
- ◆ a visual note created by the visual note team.

The initial summary aims to succinctly encapsulate the scientific programs, conference discussions, and noteworthy insights emerging from the opening keynote, plenary, and parallel sessions. On the other hand, the visual note serves the purpose of accentuating critical information through visual hierarchy, facilitating the sharing and communication of key session highlights to a broader audience. In the contemporary digital landscape, where platforms often prioritize visual content, visual notes stand as a potent tool for effective communication.



## Summary of the Plenary Session 1:

### ◆ Health Promotion Innovations Towards Equitable Well-being

The session commenced with an overview of the Thai Health Promotion Foundation (ThaiHealth) and the International Network of Health Promotion Foundations (INHPF), highlighting their pioneering efforts in combating non-communicable diseases (NCDs). ThaiHealth, notable for addressing NCDs, which accounted for 71% of deaths in Thailand, exemplified innovation in establishing sustainable health promotion initiatives at the global, regional and national levels. The foundation's success was attributed to several strategic approaches, including robust research, international information gathering, building a critical mass for adoption, focused policymaker engagement, and legislative aims.

A significant part of the session was dedicated to discussing global challenges and opportunities for health and well-being. It emphasised the necessity for collaborative efforts across sectors to tackle complex crises, such as social, environmental, and emerging diseases. The COVID-19 pandemic has served as a crucial example, highlighting the need for resilience and comprehensive health literacy in the face of unprecedented challenges. Technological advancements are vital for shaping future health promotion strategies. The discussion identified several emerging trends, including lifestyle health promotion, focus on vulnerable groups, and precision health approaches utilising digital innovations.



Key highlights from the session underscored the need for innovation in health promotion, beginning with understanding customer needs and involving continuous development based on target-group insights. A culture of innovation, leveraging scientific evidence, and robust infrastructure was deemed vital. The complexities of regulating products such as e-cigarettes were discussed, with Singapore's approach highlighting the need to provide accurate information to the public. The session also touched on the importance of collaboration with the private sector, as seen in Singapore's success in advancing food issues.

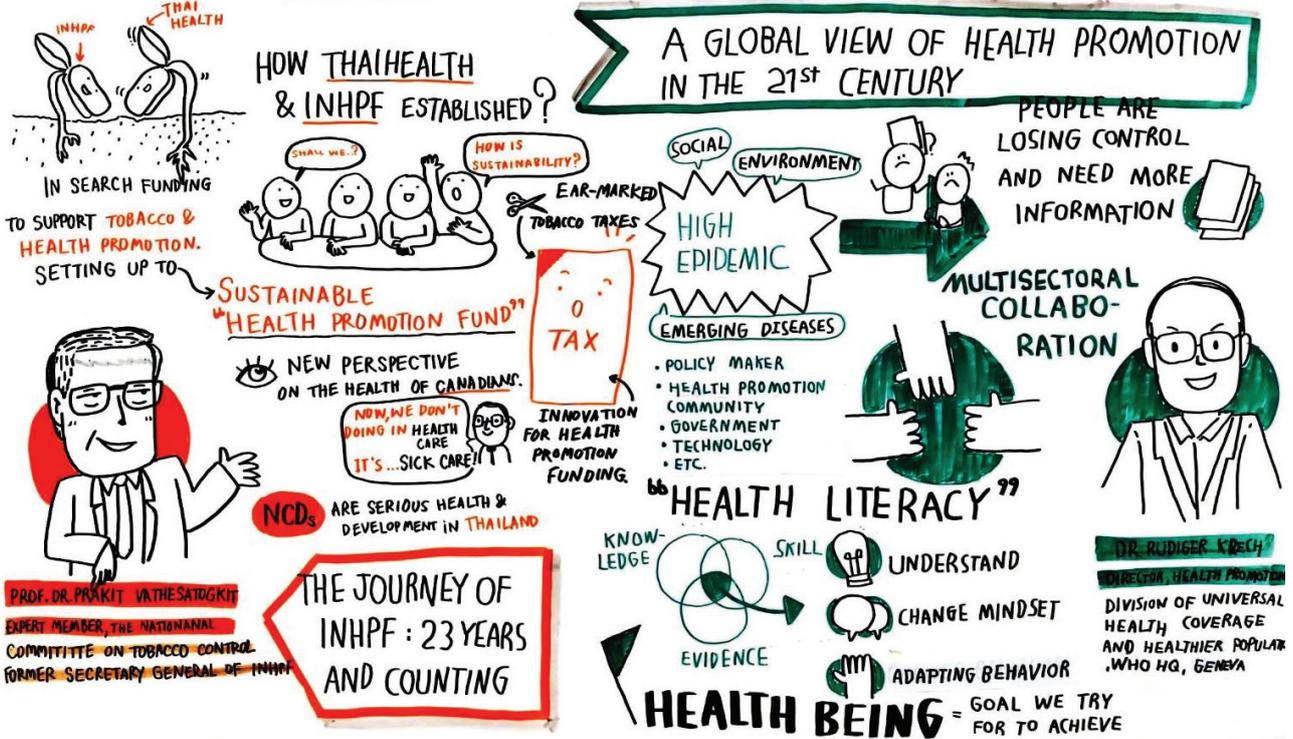
**In conclusion**, the session “**Health Promotion Innovations Towards Equitable Well-Being**” was a testament to the dynamic and multifaceted nature of health promotion. It shows how innovations, collaborations, and resilience are crucial in the face of evolving health challenges. The insights and strategies shared by the speakers provided a roadmap for future endeavours in the field, emphasising the importance of adapting to changing landscapes while remaining true to the core goal of promoting equitable well-being.



# Visual note from Plenary 1

THAIHEALTH CENTER  
**20<sup>th</sup> INHPF** 7-10 NOV 2023 @ BANGKOK  
 ANNUAL MEETING 2023

## A GLOBAL VIEW OF HEALTH PROMOTION IN THE 21<sup>ST</sup> CENTURY



**PROF. DR. PRAKIT VATHESATOGKIT**  
 EXPERT MEMBER, THE NATIONAL  
 COMMITTEE ON TOBACCO CONTROL  
 FORMER SECRETARY GENERAL OF INHPF

**THE JOURNEY OF INHPF: 23 YEARS AND COUNTING**

**DR. RUDIGER KRECH**  
 REGIONAL HEALTH PROMOTION  
 DIVISION OF UNIVERSAL HEALTH COVERAGE  
 AND HEALTHIER POPULATION  
 WHO HQ, GENEVA

### PANEL DISCUSSION

## HEALTH PROMOTION INNOVATIONS TOWARDS EQUITABLE WELL-BEING



**DR. SANDRO DEMALD**  
 VICE-CHAIR & INHPF CHAIR

**DR. SUPREDA ADULYANON**  
 THAIHEALTH, CEO

**MS. SHU LI CHIA**  
 HPA, TAIWAN

**MR. TAY CHOO HONG**  
 HEALTH PROMOTION BOARD,  
 SINGAPORE

**20<sup>th</sup> INHPF** 7-10 NOV 2023 @ BANGKOK  
 ANNUAL MEETING 2023

# Quotes from the Plenary 1

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“ ...They (countries in the LMIC) thought that health promotion is for the developed country, then they saw Thailand set it (ThaiHealth) up, they started to be interested...”

**Prof. Prakrit Vathesatogkit**

“ When we look at the future of Health Promotion We need to step out of our comfort zone and that requires a transformative role in health promotion.”

**Dr. Rüdiger Krech**

“ Sometimes you do not have to think about it. It (should be) a healthier (choice) by default...”

**Mr. Tay Choon Hong**  
on Singapore Health Promotion Board's strategies

“ Thailand and ThaiHealth has been innovating again and again every time we think that you're at the forefront you do something to be even further ahead.”

**Dr. Supreda Adulyanon**

## Summary of the Parallel Session 1.1:

### ◆ Synergistic Partnership/ Multisectoral Collaboration in Health Promotion

This session provides crucial insights into the dynamics of effective network building and multisectoral collaboration in health promotion. This session, marked by comprehensive discussions, highlights the importance of sustained partnerships and innovative approaches in tackling health-related challenges. The primary focus of the session was on critical factors for creating and maintaining efficient networks. The key among these was the emphasis on dedicating time and continuous effort to work with partners, ensuring that everyone involved was brought to the same table for a unified understanding. Another significant aspect discussed was the learning and data collection process, which is essential for achieving shared outcomes and bridging networks towards joint success.

The session delved into the management of commercial determinants of health, with examples from various organisations illustrating diverse approaches. For instance, the Tonga Health Promotion Foundation's initiative to replace cola sponsors in school sports events with health-promoting activities highlights the creative strategies employed to counter commercial influences on health. Similarly, VicHealth's bold decision-making, data expertise, and policy advocacy exemplify proactive measures for health promotion. A multifaceted approach to collaboration was underscored as vital for making every stakeholder feel a sense of ownership driving change.

Strategies such as using a five-year strategic plan for guidance, implementing interventions through various mechanisms such as religion, schools, youth groups, workplaces, communities, the private sector, and academic institutions, and employing data-driven approaches such as the Health Promoting School initiative were discussed. Additionally, leveraging cultural practices for health promotion, such as morning organizational health activities and popular dance exercises, have been mentioned as innovative methods to foster cooperation.

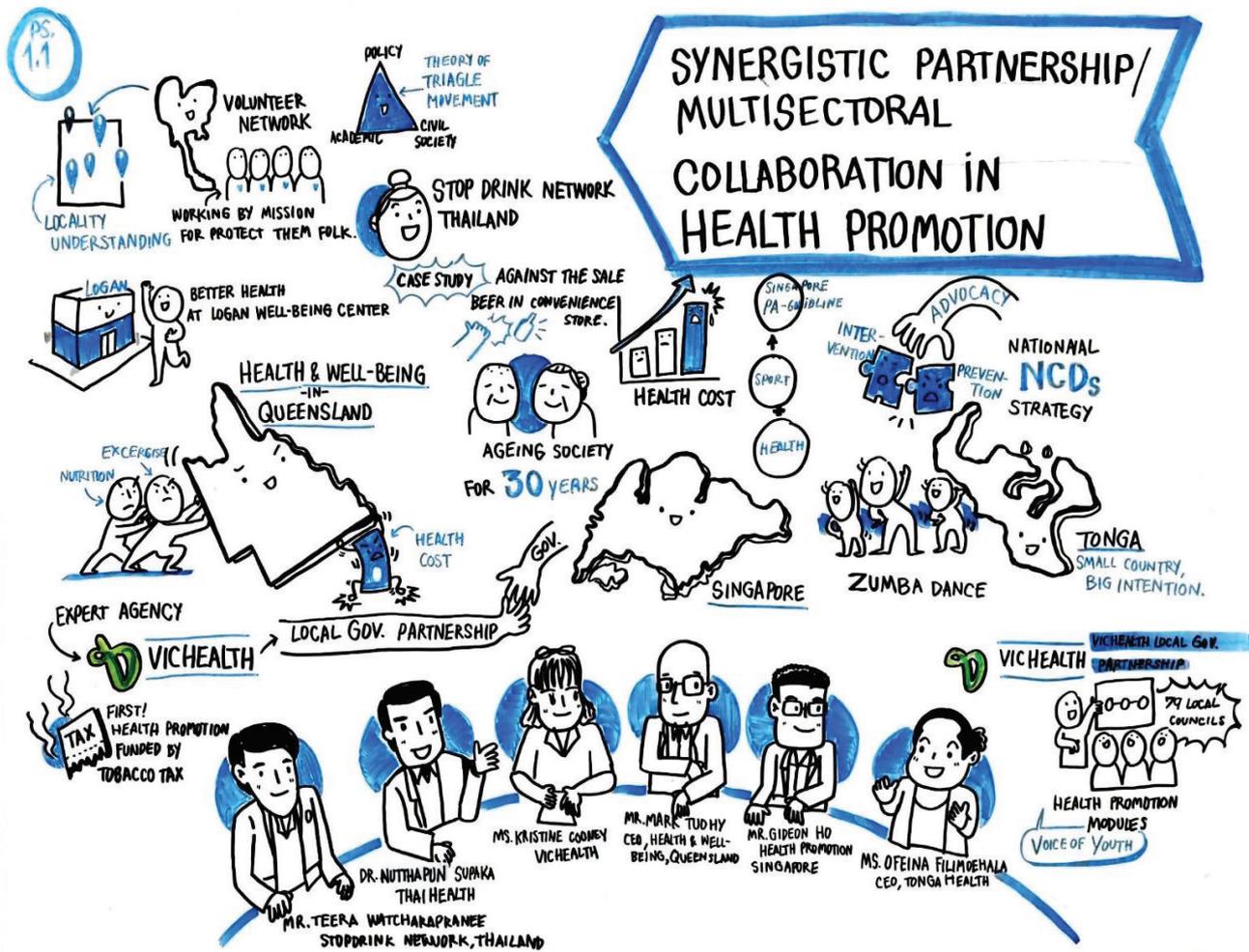


The session also emphasised the importance of communication in reaching the widest possible audience, regardless of the size or diversity of the population served by health promotion organisations. Health promotion organisations were recognised as central units in connecting networks, supporting the use of strengths, and addressing weaknesses. VicHealth’s role in working with the government and other sectors to ensure that health promotion efforts meet the needs of all stakeholders is highlighted as a model example.

Furthermore, the session underscored the need for networks to enhance their capabilities in the knowledge, skills, and evaluation of network operations, possibly in collaboration with academic or related sectors. The importance of designing network activities to ensure that everyone feels ownership in driving change and working with regional entities to fit all contexts is also stressed.

**In conclusion**, the session illuminated the importance of thinking about the public as a central principle in network building, fostering informal partnership relations for a comfortable working atmosphere, and leading to long-term collaboration. The session highlighted the critical skills of being a facilitator, importance of long-term support commitments, and desire to see collaborative change as key success factors. This reflects a clear understanding that effective health promotion requires not only a clear purpose and long-term funding commitments, but also active engagement and contribution from all involved parties.

# Visual note from the Parallel Session 1.1



# Quotes from the Parallel Session 1.1

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“ People do not like change.  
Organizations do not like change, certainly a bad one.  
We (Health promotion agencies)  
need to maintain a positive relationship with them.  
We (Health promotion agencies)  
need to be a good partner. It is a two-way stream.”

**Mr. Mark Tuohy**

“ Every single agencies has priority and  
residents' heart in mind, but we may see from  
different angles, We have to bridge them by  
bringing to the table and defining the joint success.”

**Mr. Gideon Ho**

“ Skin in the game = Everyone came  
together with something valuable to  
achieve from the collaboration.”

**Ms. Kristine Cooney**

## Summary of the Parallel Session 1.2:

### ◆ Innovations to Addressing Major Risks of NCDs

This session highlights the critical role of innovative strategies in combating non-communicable diseases (NCDs). The session featured a range of perspectives and solutions, emphasising the multifaceted nature of the challenge and the diverse approaches required to address it effectively. One of the key themes of the session was the integration of innovative public health projects and strategies across sectors. Projects such as the ‘3 Futures’ initiative focused on maximising public space utilisation for health benefits, promoting healthy food hubs, and enhancing mental well-being through arts, particularly targeting youth. These initiatives underscored the importance of involving young people in both the design and implementation phases, addressing critical issues, such as economic hardships, food security, mental health, and community engagement.

The session also highlighted the Life-Course Approach to health promotion, which targets lifestyle improvements across all age groups, with a special focus on vulnerable populations. This approach incorporates preventive and promotive health measures centred on nutrition, physical activity, tobacco use, and mental health. The implementation of measures such as the Nutri-Grade Measure and Healthier Dining Program in Singapore was discussed as exemplary for motivating healthy food production and consumption. Innovations in medical engineering were presented as vital for promoting physical activities and providing scientific data for designing appropriate tools and activities. These innovations, tailored to specific population groups, exemplify the importance of customised health-promotion strategies. The alignment of national health promotion structures with international strategies, such as the Sustainable Development Goals (SDGs), is another focal point. This approach involves establishing systems for monitoring and evaluating progress in health determinants and strategic goals, demonstrating the effectiveness of each initiative.



The session also delved into targeted health promotion innovations that address specific NCD risk factors. Strategies for tobacco control, sodium reduction, trans fat control, alcohol consumption reduction, and promoting physical activities are discussed, highlighting the need for targeted interventions. The profound impact of NCDs on public health, the economy, and the environment is a recurring theme, emphasising the need for multifaceted approaches in policy, processes, and inventions. The importance of collaboration among health promotion organisations, state health organisations, and other stakeholders is underlined, showcasing different models of partnership and innovation expansion.

**In conclusion**, the session clarified that addressing NCD risk factors requires a combination of approaches, including technological promotion to encourage physical activity and innovative strategies to maintain taste while reducing harmful components in food. The diverse and innovative approaches discussed in the session are essential for effectively tackling the complex challenges of NCDs, highlighting the necessity of a comprehensive, multi-sectoral strategy for health promotion and disease prevention.



# Visual note from the Parallel Session 1.2

## PS 1.2 INNOVATIONS TO ADDRESS MAJOR RISKS OF NCDs



## Quotes from the Parallel Session 1.2

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“ (Innovations in health promotion goes beyond technological advancement)...(but) involves developing and implementing processes, products, programmes, policies or systems that result in improvements in health and equity.

**Dr. Olivia Corazon Nieveras**

”

“ (Health Promotion Plan)...can be used as an (example of) realization of Health in all Policies through multi-ministerial and multi-sectoral participation.

**Dr. Yumi Oh**

”

## Summary of the Parallel session 2.1:

### ◆ Marketing and Power of Young Generation for Health Promotion

This session offers a profound exploration of the effectiveness of social marketing (SM) in the field of health promotion. The session illuminated how social marketing, driven by an understanding of human behaviour and societal benefits, plays a pivotal role in creating healthier lifestyles and behaviours. Central to the discussion was the distinction between traditional communication strategies and social marketing. While communication focuses on message delivery and knowledge provision, social marketing goes a step further by incorporating an understanding of human behaviour and intent toward societal good. This difference underpins the effectiveness of SM in adjusting and creating healthy behaviours.

The session showcased various instances where social marketing has been successfully implemented, such as campaigns to reduce road accidents in the USA and address children's physical inactivity in the UK. These examples highlight the adaptability of SM strategies to address diverse health-related issues. A key principle in the development of effective social marketing is the concept of co-creation. This involves understanding behaviours and their underlying reasons, often achieved through interviews or workshops with target groups. By involving the target audience in the design process, there is a higher likelihood of acceptance and successful behavioural change. The evaluation of social marketing efforts typically encompasses three levels: outputs, outcomes, and impacts on society and cultural behaviour.



The key to the success of social marketing is the collaboration between different experts, such as academia and communication teams. Academia's focus on knowledge provision must align with social marketing's goal of creating new value. The research results form the basis for developing key messages and addressing specific issues through social marketing strategies. The session also discussed the complexities involved in launching social marketing campaigns, including the challenges of connecting various parties and channels. An example is the initiative to reduce sugar consumption, which requires capacity building and knowledge sharing among the participating stores.

The role of the new generation in driving societal change through social media was emphasised, highlighting their significant influence in shaping health-related behaviours and policies. However, a notable challenge remains in ensuring that the voices and proposals of the younger generation are effectively heard and accepted. The session acknowledged that while the new generation is actively involved in proposing new policies and driving change, their contributions are not always recognized or implemented. This gap highlights a need for more inclusive platforms and decision-making processes that genuinely consider and integrate the perspectives of the younger generation.

**In conclusion,** the session reinforced that social marketing is a powerful tool for health promotion, particularly when it comes to adjusting and creating healthy behaviours. Its effectiveness lies in its ability to understand people, create value, and design intervention processes that are not only informative, but also deeply rooted in human behaviour and societal good. This session also underscored the importance of co-creation, evaluation, and the pivotal role of the younger generation in driving societal change, highlighting the dynamic and multifaceted nature of social marketing in health promotion.

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# Visual note from the Parallel Session 2.1



## Quotes from the Parallel Session 2.1

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“ Social marketing is a natural fit for anybody working in the health promotion or public health field because we’re all committed to creating healthier populations through empowering and working with them rather than trying to influence them from a superior position but it’s about really putting a lot of effort into understanding people seeking to help and working with them. ”

**Prof. Jeff French**

“ The new generation does not represent the future but is the driving force of today’s society. ”

**Mr. Nontakorn Siriwattanasatorn**

## Summary of the Parallel session 2.2:

### ◆ Leaving No One Behind: Building Cultures of Equity and Inclusivity

This session offers a comprehensive perspective on the creation of inclusive health systems and societies. This session delved into the various strategies and challenges faced in ensuring that health promotion and care are accessible to all, particularly the most vulnerable groups in society. A key message of the session was the need for holistic and inclusive health policies. This includes not only the development of laws and programs that cater to marginalised and underserved populations but also ensuring that these policies are effectively implemented. The discussion highlighted the importance of considering the specific needs and vulnerabilities of different groups, such as the elderly, disabled, indigenous communities, and immigrants, in policy formulation and health service delivery.

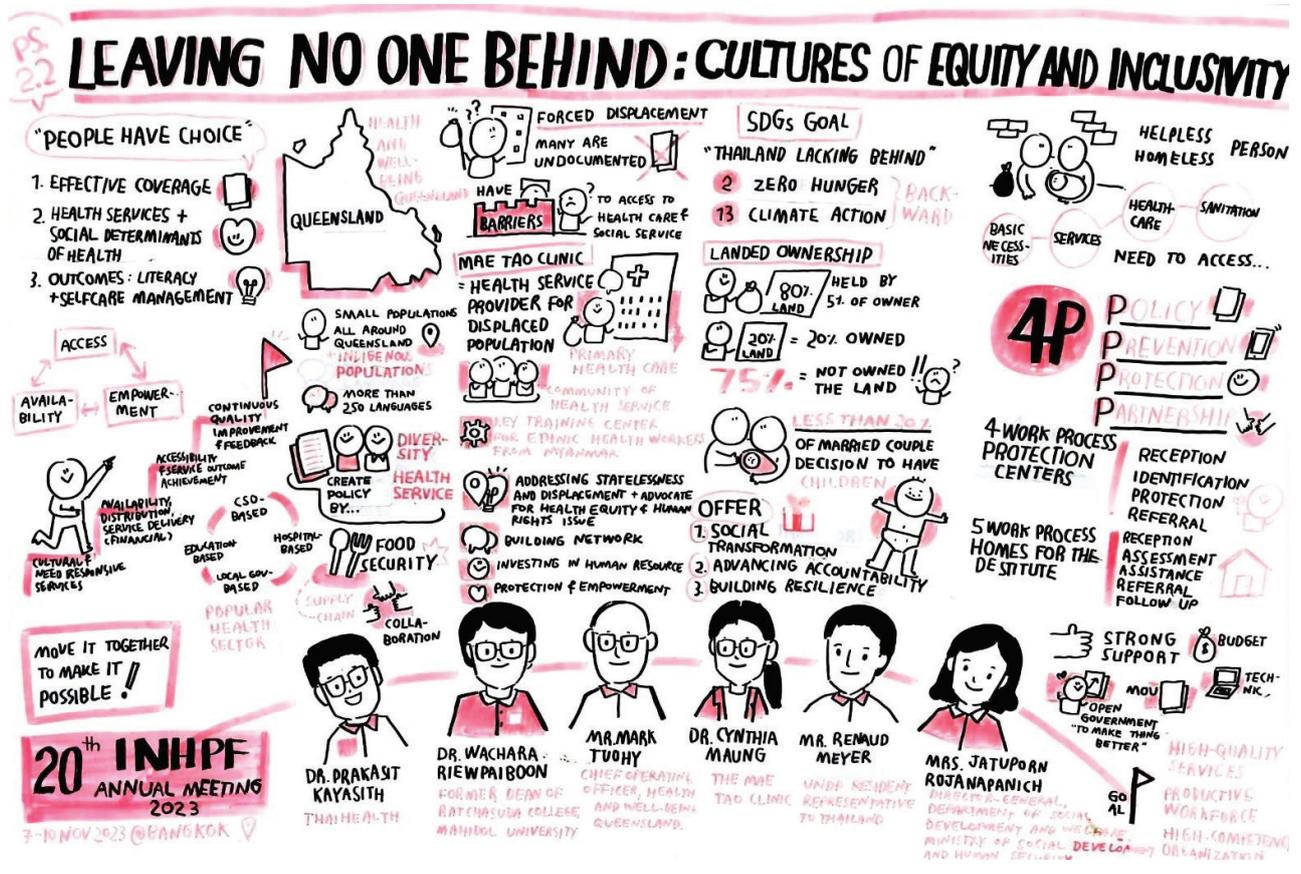
The session also highlighted the significance of a multidimensional approach to healthcare that goes beyond just medical services. It emphasises the need to integrate social determinants of health, such as education, social support, and cultural appropriateness, into health coverage. This approach recognises that effective health promotion and disease prevention require addressing broader factors that influence health. Effective coverage was discussed, focusing on the importance of accessibility and availability of health services. This includes ensuring financial accessibility, geographical reach, and cultural appropriateness of health services. Empowering individuals and communities to participate in designing and implementing health programs is a critical factor in creating sustainable health interventions. Challenges of unequal access to health services and disparities in health outcomes were underscored in this session. The discussions pointed out the structural issues leading to these inequalities, such as uneven land ownership and income disparity. The necessity of addressing these root causes through comprehensive social reform and ensuring participation in policymaking processes was recognised as essential for genuine equity in health.

One of the key aspects emphasised was the significance of partnerships in achieving these objectives. Collaboration with a range of stakeholders, including government agencies, private sector entities, non-governmental organisations, and community groups, was seen as vital in building effective and inclusive health systems. The session called for a more flexible, horizontal collaboration that allows for varied contributions and respects the diversity of experiences and expertise.

**In conclusion,** the session emphasised the importance of building a culture of equity and inclusivity in health promotion. It highlights the need for policies and programs that are not only fair but also responsive to the diverse needs of all population segments. These discussions underscored the necessity of broadening the scope of health coverage to include social determinants and the importance of collaborative and participatory approaches in achieving health equity.



# Visual note from the Parallel Session 2.2



## Quotes from the Parallel Session 2.2

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“ We have to understand that it is not the weakness of them (vulnerable groups), but it is the susceptibility or the higher risk than other kinds of population. ”

**Dr. Watchara Riewpaiboon**

“ The issue of inequality has to be seen in our view in a much broader aspect than a simple income inequality. We need to look at all factors and unfortunately what we are seeing in today’s world when we opened the radio or switch on our phone does not give us a lot of reasons to be hopeful and optimistic, but we have to go with what we have. ”

**Mr. Renaud Meyer**

## Summary of the Plenary 2:

### ◆ The Next Decade of INHPF: Key Challenges and Opportunities

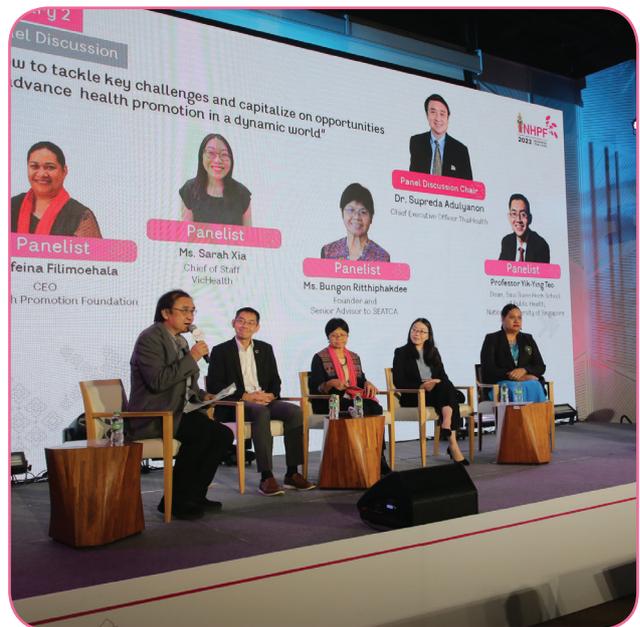
This session served as a critical juncture in the ongoing dialogue of the International Network of Health Promotion Foundations (INHPF), focusing on the evolving challenges and strategies in health promotion. This session was instrumental in highlighting the multifaceted nature of health promotion in the current global context. A key theme that emerged from the session was the imperative of system change, which encompasses a broad spectrum of elements, including ecological, urban, economic, and food systems. These aspects were identified as integral to mitigating health risks and improving the overall health outcomes. The necessity of cross-sectoral collaboration is another significant point of discussion, emphasising that cooperative efforts across various sectors are crucial for achieving comprehensive and effective health outcomes.

The complexities of health challenges, particularly in smaller nations, have been highlighted. Issues, such as funding sustainability, communication barriers, and workforce instability, are more pronounced in these contexts. However, the resilience displayed by health organisations in the face of these challenges, bolstered by support from international bodies such as the INHPF, was a notable aspect of the discussions. The session also explored the intersection of policy and health, particularly concerning the commercial determinants of health.

Strategies to counter these influences, including enhancing scientific literacy, fostering collaborative opportunities, and advocating legislative reforms, have been highlighted as key measures in addressing these emerging challenges. Discussions on funding for health promotion initiatives, such as utilising taxes from tobacco and alcohol, revealed the importance of strong leadership, consistent policy support, and effective implementation for the success of these initiatives. Additionally, the need for future-oriented strategies was emphasised, advocating the integration of health promotion into educational curricula and digital platforms to address health threats more holistically and proactively.

The session concluded with several key takeaway messages. First, the importance of a proactive approach to health promotion was underscored, highlighting the need to share resources and innovate financial systems. Second, strong leadership and sustainable funding mechanisms were reiterated as vital for the continued success of health promotion efforts. Third, the session reflected a collective commitment to overcoming health challenges through shared knowledge, resources, and strategic partnerships, emphasising a unified approach to global health promotion.

**In summary,** the session encapsulated the current state and future potential of the field of health promotion, providing a platform for sharing experiences, strategies, and insights. It has fostered a collective understanding and commitment towards advancing global health in a comprehensive, collaborative, and innovative manner.



# Visual note from Plenary 2

PLENARY SEC. 2

## 5 OPPORTUNITIES FOR THE DECADE AHEAD

THE NEXT DECADE OF INHPF: KEY CHALLENGES & OPPORTUNITIES.

### 1. SHIFT TO SYSTEM CHANGE.



### 2. DELIVERING CO-BENEFITS ACCROSS SOCIETY.



### 3. HEALTH IS MORE TRUSTED THAN EVER.



## HOW TO TACKLE KEY CHALLENGES & CAPITALIZE ON OPPORTUNITIES TO ADVANCE HEALTH PROMOTION IN A DYNAMIC WORLD?

### "TONGAHEALTH"



### 4. UNDERSTANDING & SHAPE THE POLITICAL ECONOMY OF HEALTH.



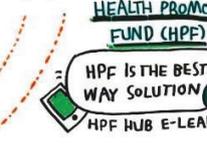
### 5. COLLABORATION DRIVES GLOBAL IMPACT.



### "VICHEALTH"



### HEALTH PROMOTION FUND (HPF)



### 21ST CENTURY GLOBAL THREATS TO HEALTH OF POPULATIONS



### CHALLENGE OPPORTUNITIES



### HEALTH PROMOTION FUND (HPF)



### NATIONAL INVESTMENT IN HEALTH PROMOTION



IF NOT NOW, WHEN?



# Quotes from the Plenary 2

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“ We are standing like a fork in the road. We have the culmination and convergence of the multiple global crisis. The challenge never been greater, the stake never been higher but the opportunity has never been so significance.... and we have an important role...”

**Dr. Sandro Demaio on the future of INHPF**

“ If we were going to fell faster and learn, let's fell fast as a group and learn from one another so that we are not making the same errors and we can get further and faster as one. ”

**Dr. Sandro Demaio**

“ I have a long list of suggestion for the next decade of the INHPF but I select only one... BE PROACTIVE. We need to move faster. If not today, then when? ”

**Ms. Bungon Ritthiphakdee**

## Summary of Site Visits

Aside from presentations and discussions, the scientific sessions also included the site visits to showcase innovations in health promotion of ThaiHealth and Thai-health partners. The idea is to learn from each other and exchange information and share the good practices to advance health promotion innovations. There were two site visit routes during the meeting:

- ◆ **The Sampran Model**, which is located in Nakhon Pathom Province, which focuses on the Model of Organic Agriculture for Sustainable Development in Society.
- ◆ **The Lumphini MRT station and Benjakitti Park**, in the Bangkok City center, which focuses on the innovations of social marketing campaigns in the MRT stations and creating urban parks for physical activity.

### ◆ The Sampran Model

In this study visit, the focus was on comprehensively understanding the Sampran Model's approach to organic farming, community empowerment, and sustainable living. The aim was to observe the practical integration of bioeconomy, circular economy, and green economy principles (BCG) in agricultural and local community development (Figure 2.1. presents the Sampran Model of food ecology). The participants noted the model's strong emphasis on environmental sustainability and community engagement. A significant aspect of the Sampran Model is its use of technology to connect organic producers with consumers, showcasing a notable innovation in this field. The visit also addressed challenges in production costs and distribution logistics, observing the model's inventive solutions to these issues.

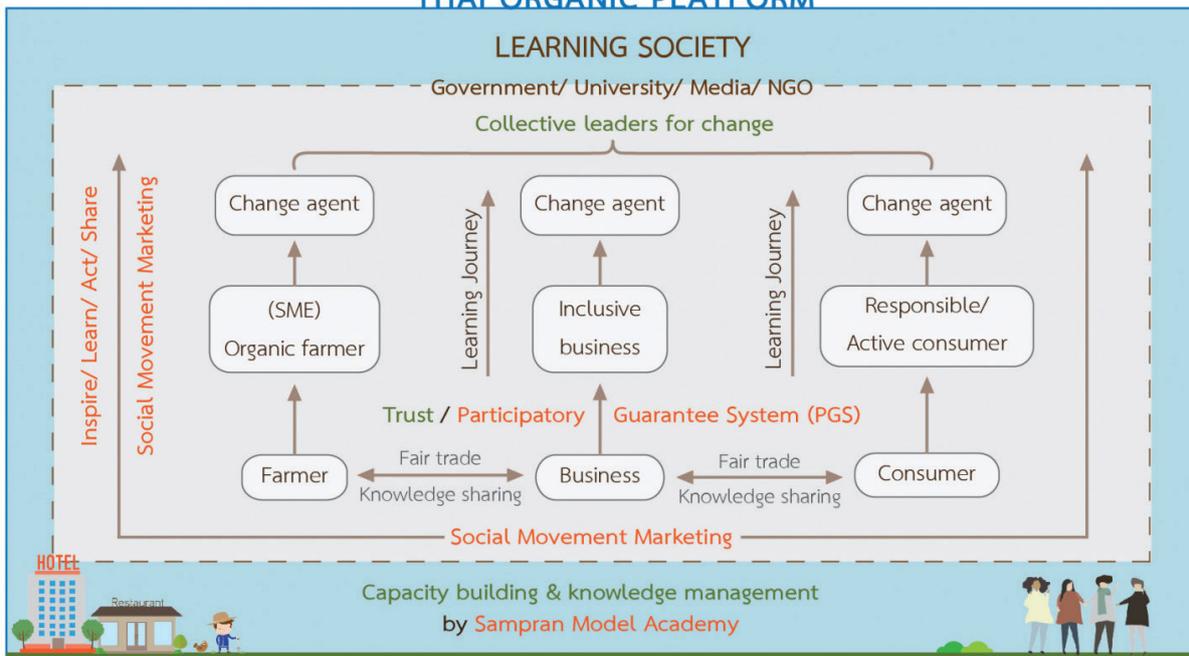


The visit offered valuable insights into the application of **sustainable agricultural practices and the empowerment of communities**. Participants suggested that similar models should be studied in other regions to foster further collaboration and knowledge exchange. The visit underscored the importance of combining traditional methods with modern technology to develop resilient, sustainable food systems.



**SAMPRAN MODEL**  
An inclusive business model

**THAI ORGANIC PLATFORM**



**Figure 2.1 Sampran Model of Food Ecology**

**Source:** Suan Sampran. Suan Sampran-Inspire Learning and Foster Change, from: <https://suansampran.com/sustainability/>

## ❖ The Lumpini MRT station and Benjakitti Park

The visit was centered on examining innovative social marketing campaigns and the creation of health-oriented spaces in urban settings, with a particular focus on the amalgamation of public health, urban planning, and community engagement in Bangkok. Activities included observing social marketing initiatives at MRT Lumpini, like a QR code scanning tunnel and photo opportunities. Then the participant continued their trip to Benjakitti Park, where they can learn on how ThaiHealth implement physical activity promotion innovations through the creation of active environment especially public parks.

There was a notable appreciation for the innovative use of social marketing in public spaces for health promotion. Engaging with experts offered insights into the challenges and solutions in urban planning, especially regarding the creation of inclusive spaces for social marketing for diverse demographics. Participants also observed how health promotion can be seamlessly integrated into urban planning and design, highlighting the effective use of public spaces to boost community health and well-being. The case study of Benjakitti Park shows the evidence-based interventions to attract more users and increase physical activity levels (Figure 2.2. presents the case study of Benjakitti Park pre and post-evaluation before and after the interventions). The transformation of Benjakitti Park into an eco-friendly urban space exemplified the critical role of green spaces in cities for promoting physical activity.



The visit underlined the importance of integrating health promotion strategies into urban planning and design, showcasing the potential of public spaces to enhance community health and well-being. Participants recommended further research and collaboration among health professionals, urban planners, and policymakers to foster the development of more health-focused urban environments, while stressing that long-term sustainability of such projects is important and requires innovations in monitoring and evaluation as well as financing.



# Better public park design contributes to physical activity: a case study on evidence-based design

## Benchakitti Park

### what?

Benchakitti Park Landscape Improvement (2015-2017) was part of an action research project funded by the Thai Health Promotion Foundation (Thai Health), which investigated the effects of minor physical improvements in Thailand's public parks. The project was also used to investigate the feasibility of developing a pilot project on spaces and places to promote physical activity. The project was designed to be showcased at the 2016 International Society for Physical Activity and Health Congress, held in Bangkok and hosted by Thai Health.



### where?

Benchakitti Park (the old park, located at the opposite of Queen Sirikit Convention Center)

### what did we do?

In February 2016, a steering committee was established to oversee park improvement, including the Bangkok Metropolitan Administration (BMA), Thai Health Promotion Foundation, Sports Authority of Thailand, community leaders, non-government organizations, and landscape architect professionals the research team. This project was divided into three phases.

**1. Pre-intervention phase.**  
 Research to understand the park characteristics (users, activities, features, etc.) and the existing design and non-design problems associated with park-based physical activity.

**Question:**  
 Can the Benchakitti Park support physical activity?

**Method:**  
 SOPARC, CPAT-park audit, survey questionnaire, FGD, and in-depth interviews with communities and other stakeholders

**Answer:**  
 Yes, Benchakitti Park can support physical activity and has the highest MVPA among all large parks in Bangkok (in 2015) and has complex design and non-design problems related to physical activity.

**2. Design intervention phase.**  
 Developing design objectives and priorities, developing the final design, and conducting design construction.

**Question:**  
 What type of intervention did we use?

**Method:**  
 a series of focus group discussion and design workshops with the steering committee (Bangkok Metropolitan Administration (BMA), Thai Health Promotion Foundation, Sports Authority of Thailand, community leaders, non-government organizations), park users, and communities.

**Answer:**  
 we conducted a design prioritization on the scope of renovations (considering budget and timeframe). The design intervention was decided as follows:

- 1 Redesigning of the bike lane area.
- 2 Redesigning walking and jogging tracks.
- 3 Renovating playground.
- 4 Designing signage and wayfinding.

**3. Post-intervention phase.**  
 Design intervention evaluation to assess whether the intervention achieved the design objectives.

The comprehensive design methodologies have been documented in these esteemed international journals. For a detailed understanding of the project, one is encouraged to consult these publications.

Chandrasiri, O., & Arifwidodo, S. (2017). Inequality in active public park: A case study of benchakitti park in Bangkok, Thailand. *Procedia Engineering*, 198, 193-199. <https://doi.org/10.1016/j.proeng.2017.07.083>

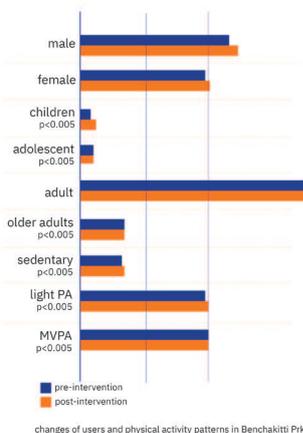
Arifwidodo, S., & Chandrasiri, O. (2020). Better Park Design Contributes to Physical Activity Improvement. *GATR Global Journal of Business Social Sciences Review*, 8(4), 260-266. [https://doi.org/10.35609/gjbsr.2020.8.4\(7\)](https://doi.org/10.35609/gjbsr.2020.8.4(7))

Arifwidodo, S. D., & Chandrasiri, O. (2020). Association between park characteristics and park-based physical activity using systematic observation: Insights from Bangkok, Thailand. *Sustainability*, 12(6), 2559. <https://doi.org/10.3390/su12062559>

Arifwidodo, S. D., & Chandrasiri, O. (2021). The effects of park improvement on park use and park-based physical activity. *Journal of Architecture and Urbanism*, 45(1), 73-79. <https://doi.org/10.3846/jau.2021.11845>

**Question:**  
 Do the intervention achieve the design objective and contribute to physical activity?

**Method:**  
 Using a method similar to the pre-intervention phase (comparison using before intervention as the baseline)



**Answer:**  
 Yes. After the intervention, we found that the design intervention changed the park users' characteristics and activity patterns.

- 1 The separation of bike lanes reduced the number of accidents in the park, increased cycling activities by 4.1%, and increased adherence to cycling speed signage.
- 2 The separation of jogging and walking increased 34% of older adults' users visiting the parks daily conducting light physical activity and increased the running activities of the park by 17.6 %.
- 3 The number of children at the playground increased by an average of 21% daily.
- 4 One park visit after the improvement was associated with 5 minutes/week increased in leisure-time physical activity.



Figure 2.2. Case study of Benjakitti Park pre and post-evaluation before and after the interventions under collaboration of Bangkok Metropolitan Administration and ThaiHealth

# 3

## Meeting Synthesis

The 20th Annual Meeting of the International Network of Health Promotion Foundation 2023 provides a comprehensive overview of the evolving landscape in the field, focusing on innovation, collaboration, sustainability, digital engagement, and inclusivity. The synthesis of these sessions reveals a multi-dimensional approach to health promotion, emphasising the need for adaptable, effective, and equitable strategies to address complex health challenges in the future. Five key messages were synthesised from all meeting sessions.



# 1 Innovative health promotion is crucial for adapting to the dynamic demands and diverse challenges of the 21st century.

In the rapidly evolving landscape of the 21st century, the critical role of innovation in health promotion has never been more pronounced. It involves adapting to changing population needs and technological trends, extending beyond technological advancements to encompass new approaches in policymaking, program development, and community engagement. This innovative approach is centred on understanding and respecting diverse cultural contexts, focusing on delivering precise and timely interventions to the right population. This underscores the importance of continuous evolution and responsiveness, ensuring that health promotion strategies remain effective, relevant, and adaptable to global challenges, thereby enhancing the overall effectiveness of health promotion.



## New trend of health promotion in the face of 21st-century challenges



**1. Lifestyle health promotion**



**2. Precision and De-intermediarization health promotion**



**3. Healthy and harmonized planet**



**4. Internalization and spiritual health promotion**

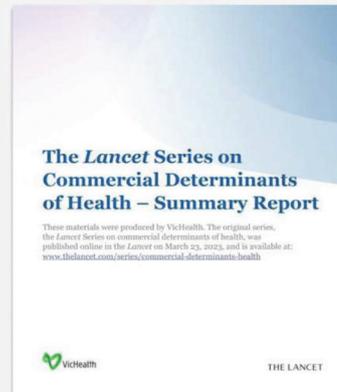
**Source:** Supreda Adulyanon. Health Promotion Innovations towards Equitable Well-being, the 20th INHPF Annual Meeting, Plenary 1; 7-10 Nov 2023; Bangkok, Thailand: 2023

## Commercial Determinants of Health and *The Lancet*



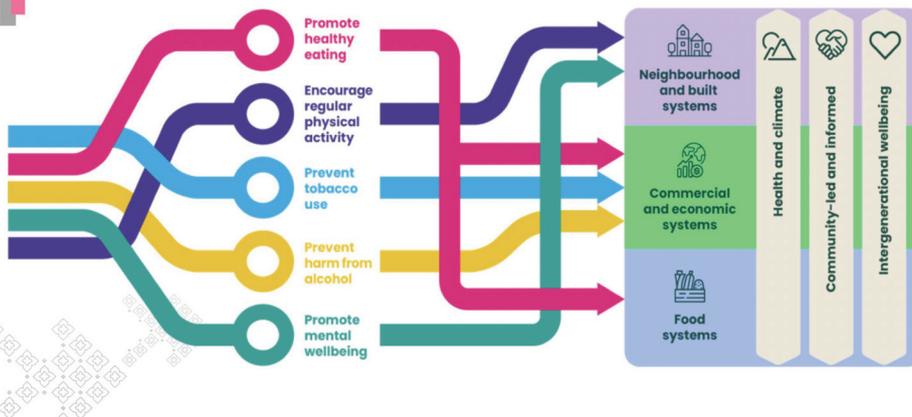
The *Lancet* series was an opportunity for knowledge translation, with VicHealth producing summary reports and briefs including:

- A **summary report**
- Key takeaways and actions for **policy leaders and politicians**
- Key takeaways and actions for **public health** practitioners, civil society organisations (CSO), academics and health professionals



**Source:** Sarah Xia. VicHealth Perspectives: How to Tackle Key Challenges and Capitalize on Opportunities to Advance Health Promotion, the 20th INHPF Annual Meeting, Plenary 2; 7-10 Nov 2023; Bangkok, Thailand: 2023

## 0.1: Shift to systems change



**Source:** Sandro Demaio. Key Challenges and Opportunities, Plenary 2; 7-10 Nov 2023; Bangkok, Thailand: 2023

## Failure of Traditional Model of Healthcare



### Hospital-Centric Model Is Neither Sustainable Nor Sufficient To Address these Challenges

*Slide from Ministry of Health Singapore*

### And What We Use Costs A Lot More

- **Key Driver: Inpatient cost.** Medical & surgical fees, diagnostics, drugs also contributed
- **Significant difference in private & public sectors**
  - Private hospital inpatient bills almost double of Class A ward bill
  - Private hospital inpatient bill size rising faster than Class A (6.5% vs 4.5% CAGR)
- **Unit cost of drugs grew at 4.2% CAGR**

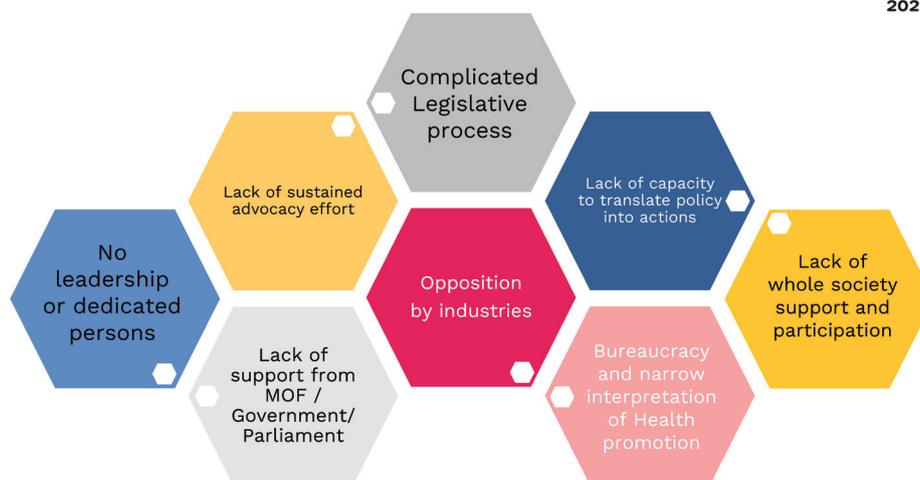
*Slide from Ministry of Health Singapore*

**Source:** Yik-Ying Teo. How a Health Promotion Fund can Advance Health Promotion in a Dynamic World, the 20th INHPF Annual Meeting, Plenary 2; 7-10 Nov 2023; Bangkok, Thailand: 2023

## 2 Synergistic Partnership and Multisectoral Collaboration are vital in addressing complex health challenges in the future.

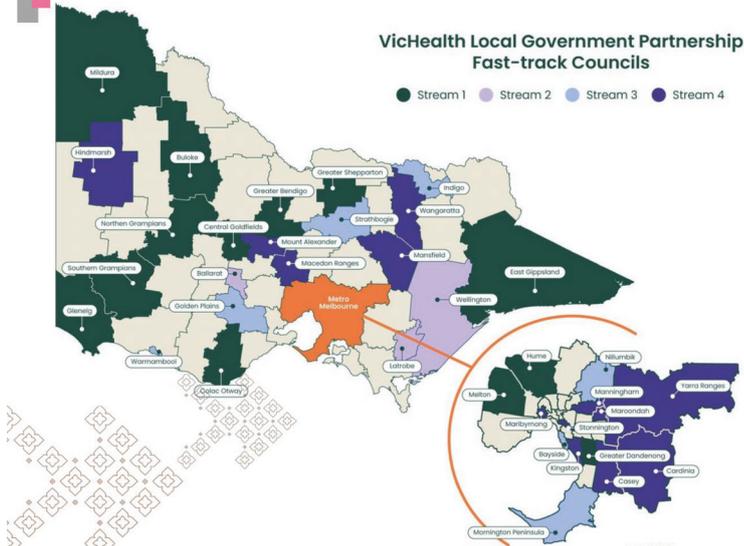
The emphasis on synergistic partnerships and multi-sectoral collaboration, as exemplified by the role of the Health Promotion Foundation as a state agency, is pivotal in confronting the intricate and multifaceted health challenges of the future. In an increasingly interconnected world, health issues transcend the traditional boundaries of the medical or healthcare sectors, intersecting with numerous aspects of society such as education, environment, economic policies, and technology. Therefore, addressing these complex health issues necessitates united efforts not only from health sectors but also from non-health sectors. Effective collaboration in this context involves more than just working alongside one another. It requires a deep alignment of goals across different sectors, fostering an environment where shared objectives are clearly understood and pursued. Health Promotion Foundation, being responsible for health promotion, underscores the need for such synergistic partnerships and multisectoral collaboration between health and non-health sectors. This involves pooling knowledge, financial resources, or manpower to create more impactful and far-reaching health initiatives. Crucial to this collaborative effort is open and continuous communication among all stakeholders, ensuring that each party is not only aware of the developments but is also actively engaged in the decision-making process. By doing so, the approach not only addresses immediate health concerns but also builds a more resilient and inclusive framework for tackling future health challenges.

### Challenges in setting up HPF



**Source:** Bungon Ritthiphakdee. Challenges and Opportunities to Advocate/Support Other Countries to Set Up a Health Promotion Fund, Plenary 2; 7-10 Nov 2023; Bangkok, Thailand: 2023

# VicHealth Local Government Partnership



**Overview:**

There are 79 local councils across Victoria covering over 6 million people.

**Purpose of local Government:**

Local government enables the economic, social and cultural development of the municipal area it represents, supports individuals and groups, and provides a wide range of services for the wellbeing of the local community.

**Our aim:**

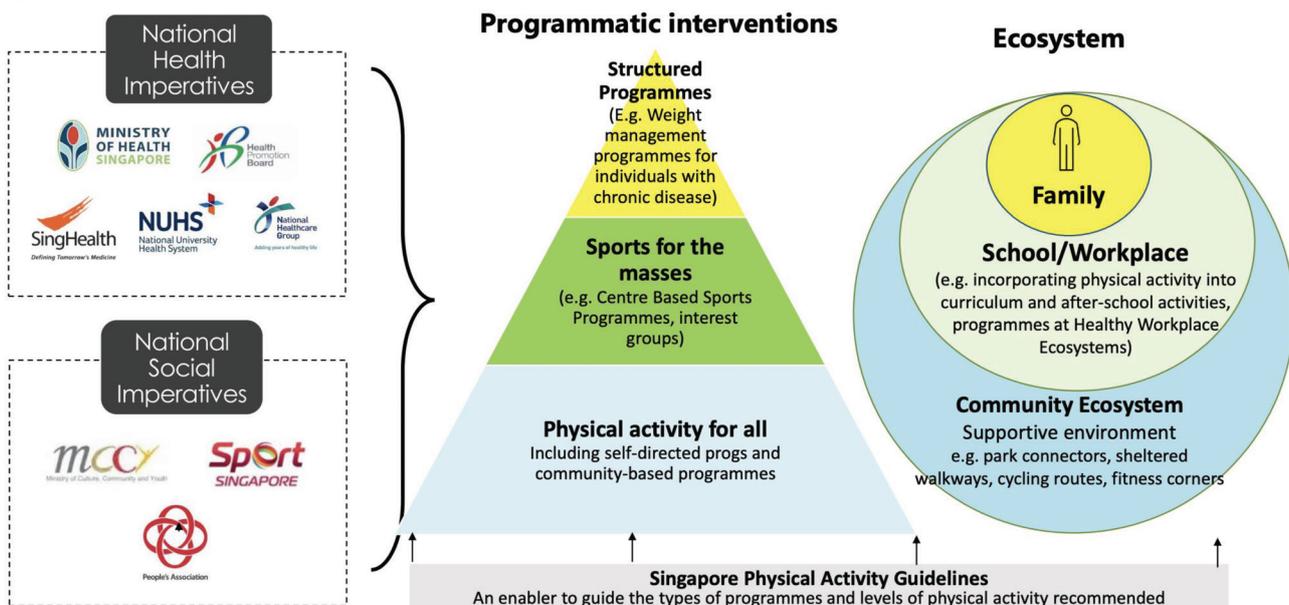
Work with local government to improve children and young people’s health and wellbeing through their Municipal Public Health and Wellbeing Plans 2021-25

**How we set this up:**

- Deep Listening to councils
- Involvement of senior leadership
- Meeting with Peak Bodies
- Including Government in the conversation
- Setting up an Advisory Board

**Source:** Kristine Cooney. Synergistic Partnership and Multisectoral Collaboration in Health Promoting, the 20th INHPF Annual Meeting, Parallel Session11; 7-10 Nov 2023; Bangkok, Thailand: 2023

## Example: Whole-of-Government coordination to support and sustain physical activity for all so as to achieve better health for the population



**Source:** Gideon Ho. Partnership in Health Promotion, the 20th INHPF Annual Meeting, Parallel Session 1.1; 7-10 Nov 2023; Bangkok, Thailand: 2023

# 3

## Long-term Sustainability and Effectiveness Evaluation in Health Promotion is required to deliver co-benefits across society

The meeting underscored the critical need for health policies and programs to be designed with long-term sustainability in mind. This focus on sustainability ensures that health initiatives are resilient, adaptable, and can have lasting impacts. An integral part of this approach is the rigorous evaluation of the effectiveness and cost-savings of health initiatives. Such evaluations are vital for ensuring that these initiatives are not just temporary solutions, but are impactful over the long term. Effective evaluation involves robust data collection and analysis, allowing for a deeper understanding of how resources are utilised and the extent to which health initiatives meet their goals. This methodical approach to evaluation is crucial for maximising resource efficiency and enhancing the benefits that these health-promotion activities bring to society. Moreover, the meeting highlighted the importance of delivering co-benefits across the society. This involves understanding, measuring, and articulating the benefits and co-benefits of health promotion, not only in terms of health outcomes but also in its broader impact on society. These co-benefits could include improved social and economic outcomes, enhanced community well-being, and a better overall quality of life.



OFFICIAL

### 0.2: Delivering co-benefits across society



#### Health has benefits across society, and government – but do we have the data to show for it?

We must be better at understanding, measuring and articulating the benefits and co-benefits of health promotion to the priorities of partners and society

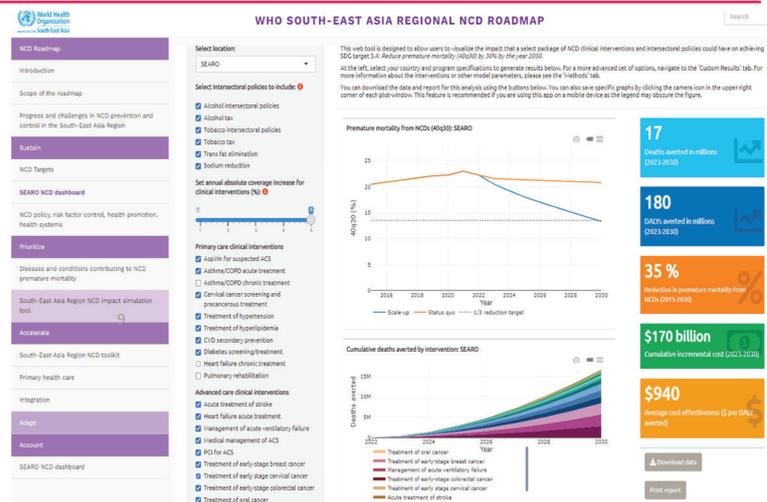


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Source: Sandro Demaio. Key Challenges and Opportunities, Plenary 2; 7-10 Nov 2023; Bangkok, Thailand: 2023

## South-East Asia Region NCD impact simulation tool - an innovative tool to select the most impactful interventions in the country context

- Intersectoral policies for risk factors reduction
- primary care clinical interventions
- advanced care clinical interventions

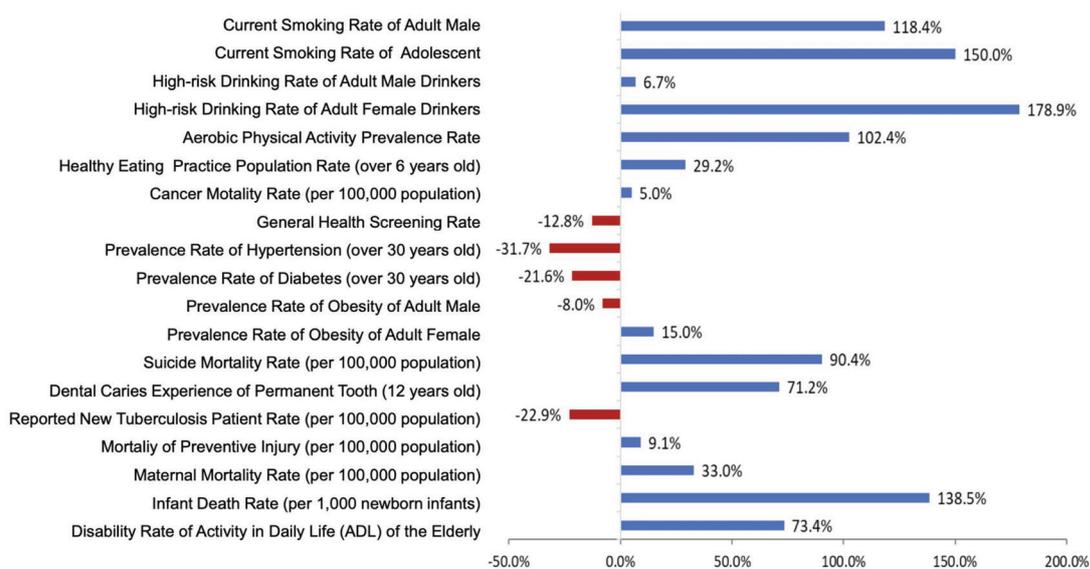


South-East Asia Region NCD impact simulation tool | WHO South-East Asia Regional NCD Roadmap

**Source:** Olivia Z.Nieveras. Innovations to address Major Risk Factors for NCDs, the 20th INHPF Annual Meeting, Parallel Session 1.2; 7-10 Nov 2023; Bangkok, Thailand: 2023

## Goal Achievement Progress of the LHI

KHEPI



**Source:** Yumi Oh. Health Promotion 2030 the National Health Plan, the 20th INHPF Annual Meeting, Parallel Session 1.2; 7-10 Nov 2023; Bangkok, Thailand: 2023

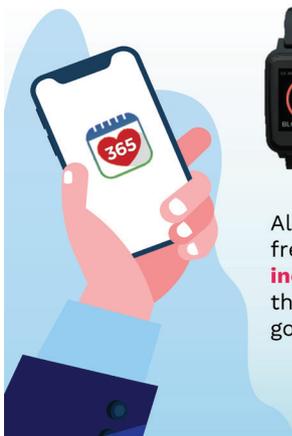
## 4 Leveraging digital platforms for health promotion is crucial in effectively reaching diverse audiences, disseminating information, and engaging communities, especially among younger populations.

Increasing reliance on digital technology in everyday life has made leveraging digital platforms for health promotion a pivotal aspect of modern healthcare strategies. During the meeting, the significant role of these platforms in health promotion was emphasised, highlighting their ability to reach diverse audiences across various demographic and geographic spectrums. Digital platforms enable the wide and efficient dissemination of health information, allowing for greater community engagement and participation in health initiatives. However, the use of digital platforms also brings new challenges such as the rise of misinformation and the increasingly crowded landscape of digital actors. These challenges necessitate a careful approach to ensuring the reliability and credibility of health information shared online. The digital realm also offers unique opportunities for engaging younger populations who are more technology-savvy and reliant on digital communication. By tapping into these platforms, health promotion efforts can become more accessible, tailored, and interactive, meeting people in the current digital age. In particular, the use of social media, mobile health apps, and interactive online platforms can significantly enhance the reach and impact of health-promotion activities. These tools not only facilitate information sharing, but also encourage active participation and feedback from the target audience, leading to more dynamic and responsive health campaigns.



### Making digital innovations accessible for everyone

Healthy 365 app is the **national front door** for residents to discover and access healthy lifestyle offerings that support their health goals.



National  
**Steps**<sup>™</sup>  
Challenge

All citizens have access to free **fitness trackers and incentives** to work towards their health and fitness goals.



**Health ambassadors assist in digital inclusion** by guiding seniors in the use of Healthy 365, as well as other Government digital platforms.

**Collaboration with community partners** on experiential learning journeys to teach seniors valuable features of Healthy 365.

**Source:** Tay Choon Hong. Promoting Equitable Well-being Towards a Healthier Singapore, the 20th INHPF Annual Meeting, Plenary 1; 7-10 Nov 2023; Bangkok, Thailand: 2023



**Source:** Supreda Adulyanon. Health Promotion Innovations towards Equitable Well-being, the 20th INHPF Annual Meeting, Plenary 1; 7-10 Nov 2023; Bangkok, Thailand: 2023

**Using incentives to generate consumer demand for healthier items and to nudge residents to stay active**

**Encourage residents to buy healthier groceries, food and drinks\***

**Encourage residents to reduce sedentary behaviour and increase physical activity**

**QR Code Scanning**  
Unique QR codes given when purchasing healthier item(s) to earn Healthpoints

**Digital Passport Gamification**  
Digital passport to gamify the accumulation of QR code scans, with rewards for achieving milestones

**Physical Activity Gamification**  
Daily steps and MVPA milestones nudge participants to increase physical activity in small, manageable increments

**Fitness Wearables**  
Participants clock physical activity on compatible wearables and sync their data to Healthy 365 to meet milestones and earn Healthpoints

**NHPF 2023**  
BANGKOK THAILAND

\*1 in 3 Singapore residents are participants (~1M participants), 1 in 3 EDSH participants buy at least 1 healthier option in past 2 weeks

**Source:** James Lim. Leveraging 'Choice Architecture' to Encourage Healthier Eating, the 20th INHPF Annual Meeting, Parallel Session 1.2; 7-10 Nov 2023; Bangkok, Thailand: 2023

**The WHO QuitTobacco App**  
is available in English in both android and iOS versions

**GET IT ON Google Play**

**Download on the App Store**

**It helps people to quit tobacco (both smoking and smokeless tobacco forms)**

**Source:** Olivia Z.Nieveras. Innovations to address Major Risk Factors for NCDs, the 20th INHPF Annual Meeting, Parallel Session 1.2; 7-10 Nov 2023; Bangkok, Thailand: 2023

# 5

**Establishing equity and inclusivity within health systems is vital to ensuring effective health promotion and accessible services for all, particularly the most vulnerable populations.**

Building equity and inclusivity within health systems was a significant focus of the meeting, underlining it as an essential component of effective health promotion. This approach is centred on ensuring that health services are accessible to everyone, particularly addressing the needs of the most vulnerable populations. This involves a comprehensive understanding of the social determinants of health and the implementation of strategies to remove barriers to access, whether financial, geographical, cultural, or linguistic. An equitable and inclusive health system goes beyond the provision of services; it requires tailoring of these services to meet the diverse needs of different communities. This means that health promotion activities and programs must be designed considering the unique challenges and circumstances of various groups, including marginalised and underserved populations. Such an approach not only improves the overall effectiveness of health promotion, but also ensures that the benefits of these efforts are distributed more fairly and widely. The goal is to create a health system in which all individuals, regardless of their background or circumstances, can achieve optimal health. This requires a shift from a one-size-fits-all model to a more personalised approach that recognises and respects the diversity of individuals and communities.



## Building Culture of Equity and Inclusivity



- Addressing statelessness and displacement and advocate for health equity and human rights issues
- Strengthening community organizations' capacity to respond to the needs
- Building network among border health service provider to ensure vulnerable populations access to health, education and protection
- Investing in human resources for health
  - ✓ Train new health workforce
  - ✓ Continue capacity development
  - ✓ Recognition, and support health professional community volunteer and ethnic health worker
- Expand network to reach more populations in need of humanitarian assistance through the cross border from Thailand
- Protection and empowerment for women, children and youth

**Source:** Cythia Maung. Supporting Marginalized Communities among Thai-Myanmar Border, the 20th INHPF Annual Meeting, Parallel Session 2.2; 7-10 Nov 2023; Bangkok, Thailand: 2023

## Stress is rising higher among the less educated

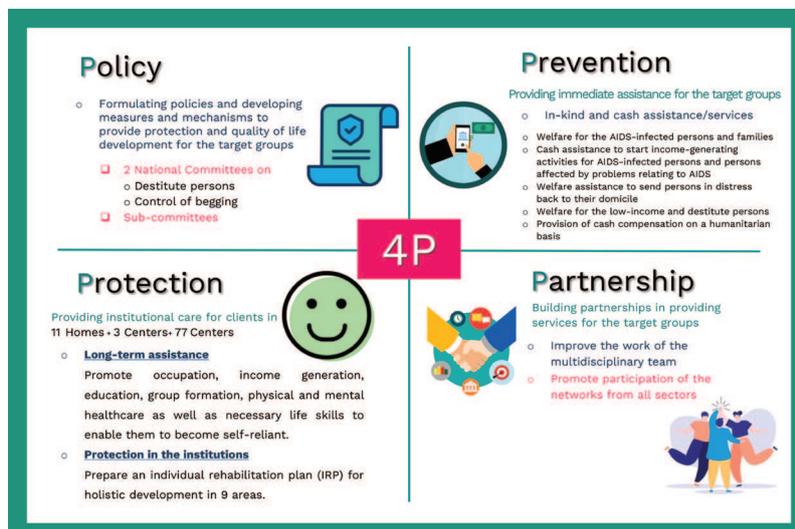


Adult population experiencing sadness last day, by education level  
(%, median across country values)



Source: Human Development Report Office based on data from Gallup 2022.

**Source:** Renaud Meyer. Leaving No One Behind: Building a Culture of Equity, the 20th INHPF Annual Meeting, Parallel Session 2.2; 7-10 Nov 2023; Bangkok, Thailand: 2023



**Source:** Jatuporn Rojanapanich. Role and Responsibilities of Department of Social Development and Welfare in reducing inequality in Thailand, the 20th INHPF Annual Meeting, Parallel Session 2.2; 7-10 Nov 2023; Bangkok, Thailand: 2023

## Effective coverage



**Source:** Wachara Riewpaiboon. Health and Well-being among Persons with Disabilities and Elderly, the 20th INHPF Annual Meeting, Parallel Session 2.2; 7-10 Nov 2023; Bangkok, Thailand: 2023



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**In conclusion,** the 20th Annual Meeting of the International Network of Health Promotion Foundation 2023 has set a forward-thinking agenda for global health promotion. By embracing innovation, fostering multisectoral collaboration, prioritizing long-term sustainability, leveraging digital technologies, and ensuring equity and inclusivity, the meeting outlines a comprehensive roadmap for addressing the evolving health challenges of our time. This synthesis not only reflects a consensus on the critical areas of focus but also serves as a call to action for stakeholders at all levels to work together towards a healthier, more equitable future for communities worldwide. Along with the Bangkok Declaration document, the insights and strategies discussed in this meeting will undoubtedly play a pivotal role in shaping the landscape of health promotion for the INHPF and its members in the years to come.

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# 4 Meeting Evaluation

The meeting evaluation for the 20th INHPF Annual Meeting has been carried out successfully, with a total of 89 respondents actively participating. This evaluation is a vital aspect of our project activities, aimed at gathering valuable feedback from our attendees. To streamline the process, we provided an accessible online form that participants could conveniently complete the survey using their mobile devices. Additionally, a QR code was distributed during the meeting, and a dedicated evaluation counter was set up. Participants who completed the evaluation form were eligible to present it and, in return, receive a token of appreciation as a gesture of gratitude. The questionnaire and the detailed method of obtaining the data can be found in the [appendix III](#).



## ❖ Summary of result

In general, the evaluation of the 20th INHPF meeting presents an overwhelmingly positive outcome, highlighting several key areas of success. Attendees praised the meeting for its relevance, indicating that both the content and the speakers were well-aligned with their interests and professional needs, which enriched their experience. The networking opportunities were also a significant plus, offering a platform for professionals to connect, a vital aspect of such conferences. Commendable is the mention of the organisers' performance, who excelled in managing logistics and operations, ensuring that the event ran smoothly and efficiently. This organisational prowess significantly contributed to the overall satisfaction of the participants.

Furthermore, the meeting emphasised health and well-being, providing physical activity options and healthy food choices while maintaining a strict no-tobacco and alcohol policy. This approach not only catered to the immediate comfort of the attendees but also demonstrated a commitment to promoting healthy lifestyles. Lastly, the evaluation points out the meeting's eco-friendly initiatives, reflecting a conscientious effort to minimise environmental impact, a consideration that resonates well in today's climate-aware society.

“*In summary, the 20th INHPF meeting stood out as a model for future meetings and conferences, blending substantive content, excellent organisation, and focus on health and environmental responsibility.*”

## ❖ Detailed Results and Highlights

The meeting evaluation focuses on three main dimensions:

- ◆ on meeting experience of the participants
- ◆ on management and logistics
- ◆ on healthy meeting. Each criteria have its own sets of questions.

**Table 3.1** Results from each dimension of the meeting evaluation

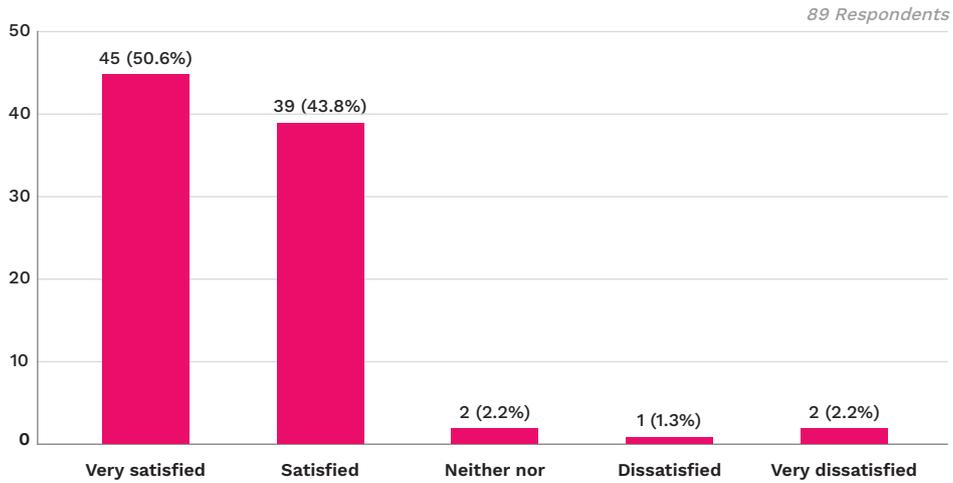
Meeting Dimension	Overall Result
<b>On meeting experience</b>	Overall, the feedback from the survey indicates that the 20th INHPF meeting was a success, particularly in relevance, speaker quality, information utility, and networking opportunities.
<b>On management and logistics</b>	The survey results indicate that the organisers of the 20th INHPF meeting did an excellent job in these logistical and operational aspects, contributing to the overall positive experience of the participants.
<b>On healthy meeting</b>	The attendees generally perceived the meeting as a healthy meeting, with opportunities for physical activity, availability of healthy food and beverage options, adherence to a strict tobacco-free and alcohol policy, and promoting environmentally friendly practices.

There are three notable highlights results from the meeting evaluation (see more in Figure 4.1.):

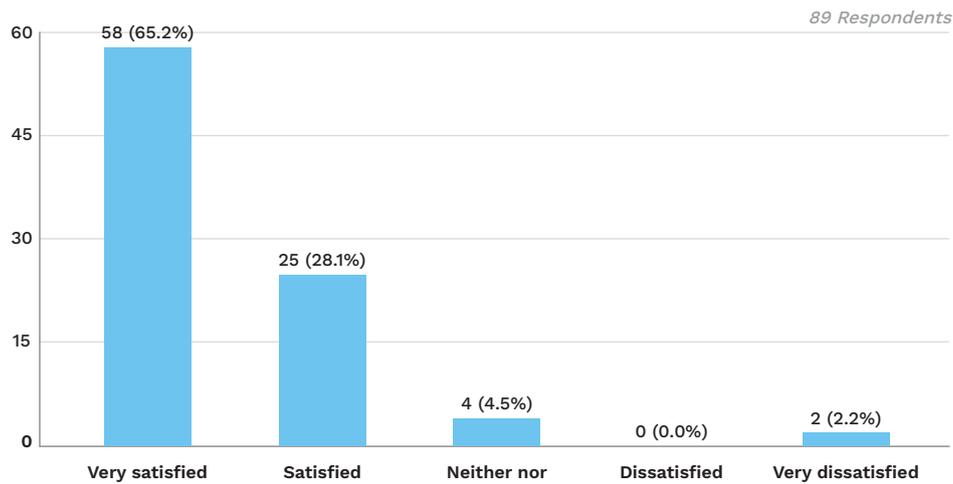
- ◆ Meeting participants really appreciated the enforcement of a tobacco-free environment and the handling of alcohol at the meeting. This reflects a commitment from ThaiHealth to health and well-being that was recognized and appreciated by the majority of attendees. The overwhelming positive response in this area indicates a successful policy implementation that should be continued in future meetings.
- ◆ The helpfulness of staffs received the highest mean score and highest number of strongly agree among respondents, reflecting very positively on the staff's performance. This indicates that the staff were not only efficient in their roles but also approachable and supportive.
- ◆ Respondents highly rated the promotion of environmentally friendly and sustainable practices in the meeting. A few neutral and negative responses might highlight opportunities for more visible or impactful environmental initiatives.

Moving forward, it is essential to maintain the tobacco-free environment and responsible alcohol management practices. Additionally, opportunities for enhancing the visibility and impact of environmentally friendly initiatives should be explored to further promote sustainability in future meetings. These insights provide a valuable roadmap for continuing to improve the meeting experience. The detailed result of the meeting evaluation can be found in the appendix III.

### Overall Experience at the 20th INHPF Meeting



### Strictly ban the promotion or serving of tobacco and alcohol throughout the Meeting



### Helpfulness of Staff

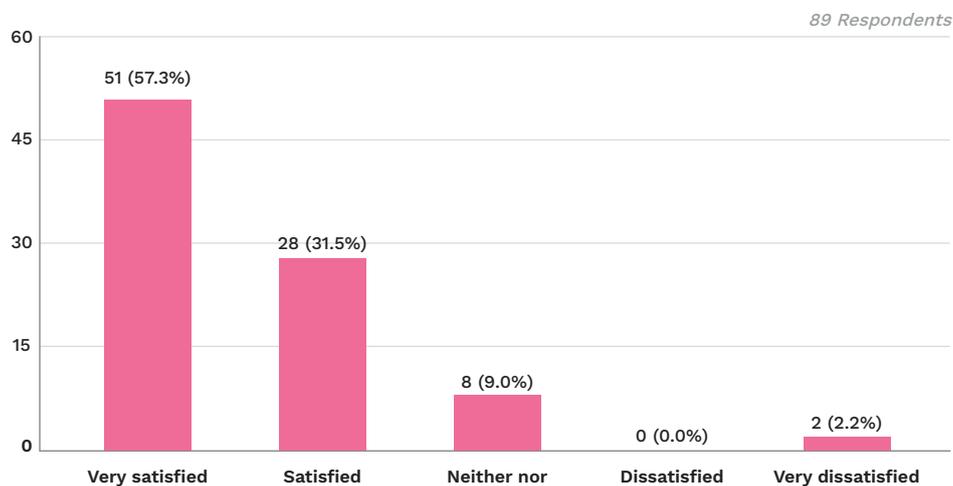


Figure 4.1. Highlights results from the meeting evaluation

## ❖ Comments and Suggestions

There were very few comments and suggestions for future improvements. The feedback suggests that while many attendees were satisfied with the meeting's logistics, venue, and facilities, there were specific areas where improvements could enhance the experience. The suggestions range from catering preferences to practical applications in study visits and improvements in translation services. This feedback is valuable for future planning, indicating areas where minor adjustments could significantly impact the overall meeting experience. The followings summarise the feedbacks and suggestions from the meeting participants:

- ◆ **Incorporating cross-cutting health promotion issues in future meetings**, such as digital health, mental health, climate change, and environmental impacts on health, both urban and rural.
- ◆ **Focusing on thematic areas and practical applications**, like strategies for collaboration with local governments and other grassroots institutions. Participants also expressed interest in learning from both successful initiatives and experiences of failures or challenges.
- ◆ **Expanding the audience for the meetings**, particularly during scientific sessions, to include ThaiHealth partners and other stakeholders in health promotion. This would facilitate knowledge sharing and networking opportunities.
- ◆ **Making practical improvements in catering, seating arrangements, and study visits**. Feedback indicated a preference for less sweet desserts and more spacious seating. Additionally, there was a desire for study visits to showcase effective practices, emphasizing the need for more applicative and demonstrative experiences.

Other than abovementioned, most feedback were in the form of expression of satisfaction indicating that that attendees were quite content with the meeting experience see below Figure 4.2. some examples of comments and suggestion.



## Comments and Suggestions

Study visits should present good practices and practical models across key actors of health promotion at the grassroots level.

Everything was perfect.

อยากฟังเนื้อหาที่เป็นทั้งในแง่ความสำเร็จ และ ประสบการณ์ที่ล้มเหลว ข้อจำกัด และ การทำงานร่วมกับภาคีช่วยอย่างไรบ้าง

It is very well organised. Kudos to the organising team:)

Excellent meeting, wonderful staff.

The food is too sweet.

นำเสนอประเทศที่มีนวัตกรรมที่สำเร็จ และมีอุปสรรคมาแลกเปลี่ยนการทำงาน

Sessions should have more implementation and on-ground applications of health promotion practices and policies.

More mental health topics and digital health sessions.

I am honestly impressed by the level of organisation and exemplary healthy lifestyle provided at the meeting.

ได้อยู่แล้วค่ะ

พื้นที่ อุปกรณ์สะดวกมาก ๆ ค่ะ ขอขอบคุณการอำนวยความสะดวกที่ดีค่ะ

Figure 4.2 Comments and suggestions

# Annex



## Annex I Meeting agenda, Session description, and Details of Speakers and Panelists

### PROGRAMME AND SCIENTIFIC INFORMATION

#### ◆ 7 November, 2023

TIME	SESSION DESCRIPTION	NOTES
11.00 – 12.00	ThaiHealth Building and Exhibition Tour	Optional
12.00 – 13.00	Lunch	@1st Floor
13.00 – 20.30	Pre Conference Activity	

#### ◆ 8 November, 2023

TIME	SESSION DESCRIPTION	NOTES
8.00 – 9.00	ThaiHealth 22nd Birthday Ceremony (a Buddhist Ceremony)	Optional
8.30 – 09.00	Registration	
9.00 – 09.30	Opening Ceremony	@Event Hall 201
9.30 – 10.30	Press Interview/ Healthy Break	

#### Plenary 1: Health Promotion Innovations towards Equitable Well-being

10.30 – 10.45	<b>Setting the Scene : Keynote Address</b> “The Journey of INHPF : 23 Years and Counting” by Prof. Dr. Prakit Vathesatogkit, INHPF Advisor and Executive Secretary, Action on Smoking and Health (ASH), Thailand	@Event Hall 201
10.45 – 11.00	<b>Current Global Health Promotion :</b> “A Global View of Health Promotion in the 21st Century” by Dr. Rüdiger Krech, Director, Health Promotion, Division of Universal Health Coverage and Healthier Populations, WHO Headquarters, Geneva, Switzerland (via a VDO)	@Event Hall 201
11.00 – 12.00	<b>Panel Discussion “Health Promotion Innovations towards Equitable Well-being”</b>	@Event Hall 201
12.00 – 13.00	<b>Lunch</b>	@1st Floor
13.00 – 14.45	<b>Parallel Sessions 1.1</b> “Synergistic Partnership / Multisectoral Collaboration in Health Promotion” [@Event Hall 201] <b>Parallel Sessions 1.2</b> “Innovations to Addressing Major Risks of NCDs” [@2nd Floor, Room 206]	
14.45 – 15.15	<b>Healthy Break</b>	
15.00 – 17.00	<b>Parallel Sessions 2.1</b> Topic: “Marketing and Power of Young Generation for Health Promotion” [@4th floor, Room 413] <b>Parallel Sessions 2.2</b> Topic: “Leaving No One Behind: Building Cultures of Equity and Inclusivity” [@Event Hall 201]	

◆ 9 November, 2023

TIME	SESSION DESCRIPTION	NOTES
<b>Plenary 2: The Next Decade of INHPF: Key Challenges and Opportunities</b>		
9.00 - 10.30	<b>Setting the Scene “The Next Decade of INHPF: Key Challenges and Opportunities”</b> by Dr.Sandro Demaio, VicHealth CEO and INHPF Chair	@Event Hall 201
	<b>Panel Discussion “How to tackle key challenges and capitalize on opportunities to advance health promotion in a dynamic world”</b>	@Event Hall 201
10.30 – 11.00	<b>Healthy Break</b>	@Event Hall 201
11.00 – 12.00	<b>INHPF Declaration Ceremony</b>	@Event Hall 201
12.00 – 13.00	Lunch	
13.00 – 15.00	<b>INHPF CEO Meeting</b> [@Room 326]	
	<b>Officers Networking Session</b> [@2nd Floor, Room 206]	
	<b>Participants:</b> CEOs from INHPF members	<b>Participants:</b> Staff from each HPF and partner organizations

◆ 10 November, 2023

TIME	SESSION DESCRIPTION	NOTES
9.30 – 15.30	<b>Field Visit at Partners’ Sites (2 Available Routes):</b>  <b>Route 1 (Nakhon Pathom Province):</b> <b>Sampran Model</b> , the Model of Organic Agriculture for Sustainable Development in Society (on healthy food system and sustainable agriculture)  <b>Route 2 (Bangkok City Center):</b> <b>Healthy Station at the Underground Train (MRT) Lumpini Station and Healthy Space at Benjakitti Forest Park</b> (on social marketing campaigns and health space)	Optional

## PLENARY SESSION 1

**Session No.:** Plenary Session 1 (PL01)

**Topic:** Health Promotion Innovations towards Equitable Well-being

**Date/Time:** Tuesday, November 8th 2023 / 10.30 -12.00

**Location:** Event Hall Room 201, 2nd Fl. ThaiHealth Center

### Session Description

Over the past 23 years, the International Network of Health Promotion Foundations (INHPF) has put efforts in forging a robust platform for collaboration and shared learning among its diverse members. The Network began with a small beginning where a few leaders from a few existing health promotion foundations at that time held an informal meeting to exchange ideas and experiences among themselves. Over the past 2 decades, the network members have evolved to jointly pursued a number of key actions, for example enhancing other countries' capacity to establish innovative and sustainable mechanisms for health promotion; welcoming study visits and shared lessons learnt to a number of countries on health promotion knowhow; organizing sessions and side events in relevant global forums to disseminate health promotion best practices; and fostering partnerships with external partners, such as WHO-SEARO, WHO-WPRO and SEATCA, on several win-win initiatives.

Meanwhile, in the first two decades of this 21st century, an array of challenges and opportunities have emerged, catalyzing the need for innovative health promotion strategies that ensure health equity and improve overall well-being for all. Global trends such as urbanization, aging populations, climate change, rapid technological advancements, and evolving disease patterns are reshaping the health landscape. These phenomena bring unprecedented health challenges but also open up new avenues for health promotion. For example, digital technologies offer novel opportunities for health promotion, with online interventions showing promise in areas like mental health promotion (Hollis et al., 2017).

However, addressing these emergent challenges and maximizing the opportunities requires health promotion strategies that are not only effective but also innovative, equitable, and adaptable to a variety of contexts. Significant health inequities persist both within and between countries, reflecting the underlying social, economic, and political determinants of health. The COVID-19 pandemic has further spotlighted these disparities, with marginalized communities disproportionately impacted due to underlying socio-economic factors. Tackling these

health inequities necessitates a strong commitment to health equity in health promotion efforts and a focus on reaching the most vulnerable and disadvantaged populations.

This year at the 76th World Health Assembly (WHA76), member states adopted the WHA Decision A76(22) **“Achieving well-being: a global framework for integrating well-being into public health utilizing a health promotion approach.”** This is a groundbreaking global framework aimed at integrating well-being into public health through a holistic approach. Responding to complex modern health challenges, the framework promotes health equity and well-being worldwide. To address diverse aspects of well-being, this framework is rooted in six strategic directions:

1. Nurturing Earth’s ecosystems;
2. Designing equitable social protection systems;
3. Building economies for human development;
4. Promoting universal health coverage;
5. Advocating beneficial digital systems; and
6. Measuring well-being.

These strategic paths are backed by specific policy orientations, addressing a vast array of issues such as environmental governance, fiscal policies, and digital literacy. The framework presents a cohesive approach to public health and well-being.

This plenary is designed to delve into and discuss inventive health promotion strategies that are making strides towards health equity and overall well-being. A global view of health promotion in the 21st century will be presented to give a big picture of health promotion movements, including the challenges and opportunities that have emerged. Building on the 23 year journey of the INHPF along with experiences and insights from individual HPF members, we also intend to explore how health promotion is creatively adapting to address the health challenges and opportunities, including the recent WHO well-being framework. By fostering shared learning and stimulating dialogue, the plenary aims to encourage further innovation and collaboration in the field of health promotion. The session will also show highlights of innovations from different HPFs, offering invaluable lesson learns that can be utilized by other countries.

## Session Objectives

1. To understand a global overview and movements of health promotion in the 21st century, including the key challenges and opportunities that have emerged.
2. To discuss and explore innovative health promotion strategies, informed by the 23 year journey of the INHPF as well as individual INHPF member experiences, that foster health equity and enhance overall well-being while addressing 21st-century health challenges and opportunities.
3. To encourage shared learning and dialogue, aiming to inspire further innovation, collaboration in the field of health promotion.

## Key Messages / Key Questions to be addressed in the session

1. What innovative health promotion strategies have INHPF members implemented to promote health equity and overall well-being in the face of 21st-century challenges and opportunities?
2. How can we leverage global trends and advancements by endorsing health promotion, such as urbanization, aging populations, climate change, rapid technological advancements, and evolving disease patterns?
3. How can health promotion strategies be tailored to be effective, innovative, equitable, and adaptable to a variety of contexts?
4. How can health promotion efforts better address the persisting health inequities within and between countries, especially in the wake of the COVID-19 pandemic?
5. What are some innovations from different HPFs worth highlighting, which offer invaluable lesson learns that can be utilized by other countries in their health promotion efforts?

## Expected Outputs/Outcomes of the Session

1. An understanding of a global overview and movements of health promotion in the 21st century and the awareness of the INHPF journey and contribution in its first two decades.
2. The inspiration and the learning from health promotion innovations informed by the experiences and lesson learns of INHPF members that foster health equity and enhance overall well-being.

## Proposed Format

**Keynote Presentations:** Two 15-minute presentations

**Panel Discussion:** 7 minutes individual presentation, 3 minutes individual Q&A and 15-20 minutes joint Q&A

- ◆ **Keynote Speaker 1:** Prof. Dr. Prakrit Vathesatogkit, INHPF Advisor and Executive Secretary, Action on Smoking and Health (ASH), Thailand on “The Journey of INHPF : 23 Years and Counting”
- ◆ **Keynote Speaker 2:** Dr. Rüdiger Krech, Director, Health Promotion, Division of Universal Health Coverage and Healthier Populations, WHO Headquarters, Geneva, Switzerland on “A Global View of Health Promotion in the 21st Century” (via a VDO)

**Panel Discussion** “Health Promotion Innovations towards Equitable Well-being”

**Panel Discussion Chair** Dr. Sandro Demaio, VicHealth CEO and INHPF Chair

## Panelists

1. Mr. Tay Choon Hong, Chief Executive Officer, Health Promotion Board, Singapore
2. Ms. Shu-Li Chia, Deputy Director-General and Dr. Yu-Hsuan Lin, Division Director, Health Promotion Administration (HPA) Taiwan
3. Dr. Supreda Adulyanon, Chief Executive Officer, Thai Health Promotion Foundation (ThaiHealth)



## PLENARY SESSION 2

**Session No.:** Plenary Session 2 (PL02)

**Session Title:** The Next Decade of INHPF: Key Challenges and Opportunities

**Date/Time:** Wednesday, November 9th, 2023 / 9.00 – 10.30 hrs (90 minutes)

**Location:** Event Hall 201, 2nd Fl., ThaiHealth Center, Bangkok, Thailand

### Session Description

The International Network of Health Promotion Foundations (INHPF) was formed up around the year 2000 to exchange ideas and experiences among the existing health promotion foundations. By the year 2005 the first network agreement was endorsed, having the aim to enhance the performance of existing health promotion foundations and to support the establishment of new health promotion foundations. Over the past 2 decades, the network members have jointly pursued a number of key actions, for example serving as resource organizations to the Pro-LEAD projects to enhance countries' capacity to establish innovative and sustainable mechanisms for health promotion in several regions of WHO such as Western Pacific region, the Eastern Mediterranean region, and the Southeast Asian region. The Network members have received study visits and shared lessons learnt to a number of countries. Moreover, the Network has participated and organized sessions and side events in relevant global forums to disseminate health promotion best practices, such as in the WHO Global Conferences on Health Promotion and the IUHPE World Conferences on Health Promotion. Moreover, each year the network holds an annual meeting, convening the members and partners to exchange knowledge and experiences.

This plenary session aims to explore the situation of health promotion funds/foundations and their collaborating and interacting in support of health promotion initiatives, having the INHPF as the prime example. This includes experience sharing from individual health promotion funds/foundations. The session may also touch on the impact of the INHPF on its contribution to the establishment of new health promotion foundations.

In addition, the discussion on key challenges or the difficulties that the INHPF and its members are expected to face in the upcoming decade in their health promotion initiatives may be explored. These challenges may include financial constraints, policy issues, global mega trends or global health crises. On the flip side, the session would also explore the opportunities and prospects for the INHPF and the individual health promotion funds/foundations in the next decade. The areas

of discussion could include innovations in funding models, technological advancement, emerging health promotion strategies, or partnerships with other organizations and sectors.

It is expected that the session would offer insights into the current situation, the challenges to be faced and the opportunities that lie ahead for the INHPF and its members. It would also serve as a platform for experts to share their perspectives and engage with the audience on these critical issues.

### **Session Objectives**

1. To provide an overview of the state of the INHPF and individual health promotion funds/foundations as well as their contribution to the establishment of new health promotion foundations.
2. To offer insights into the challenges to be addressed and the opportunities that lie ahead in the next decade for the INHPF and its members.
3. To seek a viable way forward for the INHPF and its members.

### **Key Messages / Key Questions to be addressed in the session**

1. Health promotion funds/foundations forming the INHPF have been strengthened from exchange ideas and experiences and have greatly contributed to the establishment of new health promotion foundations.
2. In the next decade, INHPF and its members may face new challenges and difficulties, including financial constraints, policy issues, global mega trends or global health crises.
3. At the same time, the next decade may present to them opportunities to advance their mission even further due to innovations in funding models, technological advancement, emerging health promotion strategies, or novel partnerships with other organizations and sectors.

### **Expected Outputs/Outcomes of the Session**

1. An understanding of the current situation of health promotion funds/foundations and the INHPF including their role to support the establishment of new health promotion foundations.
2. An insights into the challenges to be faced and the opportunities that lie ahead in the next decade and a possible way forward for the INHPF and its members.

## Proposed Format

**Keynote Presentation:** 15 minute presentation

**Panel Discussion:** 10 minute individual presentation, 3 minute individual Q&A and 20-25 minute joint Q&A

- ◆ **Keynote Speaker:** Dr. Sandro Demaio, VicHealth CEO and INHPF Chair, presents on “The Next Decade of INHPF: Key Challenges and Opportunities.”

**Panel Discussion** “How to tackle key challenges and capitalize on opportunities to advance health promotion in a dynamic world”

**Panel Discussion Chair** Dr. Supreda Adulyanon, CEO ThaiHealth

## Panelists

1. Ms. Ofeina Filimoehala, CEO, Tonga Health
2. Ms. Sarah Xia, Chief of Staff, VicHealth
3. Ms. Bungon Ritthiphakdee, Founder and Senior Advisor to SEATCA



## PARALLEL SESSION 1.1

**Session No.:** Parallel Session 1.1 (PS1.1)

**Session Title:** Synergistic Partnership and Multisectoral Collaboration in Health Promotion

**Date/Time:** Tuesday, November 8th 2023 / 13.00 -14.45

**Location:** Room 201, 2nd Fl. ThaiHealth Center

### Session Description

Improving health promotion is challenging because of the size of its population and wide variation in geography, social and physical determinants of health. Multi-sectoral collaboration refers to deliberate collaboration among various stakeholder groups (e.g., government, academia, civil society, communities, and private sector) to jointly achieve a health promotion outcome. Synergistic partnerships and shared responsibility across sectors and stakeholders are seen as being at the heart of good governance for good health and sustainable development. By engaging multiple sectors, partners can leverage knowledge, expertise, reach, and resources, benefiting from their combined and varied strengths as they work toward the shared goal of producing better health promotion outcomes. These multi-sectoral actions can address the social and economic factors that influence the health of a population at the local, national, and global levels. Therefore, this parallel session aims to identify the challenges, opportunities and capacity development for effective multi-sectoral actions for health promotion domain and to provide perspective and recommendations on actions needed for the future.

### Session Objectives

1. To share experience and evidence on how to create and maintain synergistic health promotion alliances
2. To assess key factors in the effectiveness of multisectoral alliances in the health promotion domain.
3. To provide perspective and recommendations on the future

## Key Messages / Key Questions to be addressed in the session

1. How to create and increase collaboration between health promotion alliances and among INHPF members?
2. What are the key enablers and barriers to implementing various synergistic partnership and multisectoral approaches to health promotion?
3. What are the top collaboration challenges in the near future and how to deal with them

## Expected Outputs/Outcomes of the Session

1. Shared understanding of key enablers and barriers for synergistic partnership and multisectoral collaboration in health promotion.
2. Shared lessons and experiences regarding actions needed to effective collaboration of INHPF member and other health promotion alliances.
3. Shared opinions and consensus around practical challenges and future directions.

### Session Chair

Dr. Nuttapun Supaka, Director, Partnership and International Relations Section, ThaiHealth

### Panelists

1. Ms. Ofeina Filimoehala, CEO, Tonga Health Promotion Foundation, Tonga,
2. Mr. Gideon Ho, Assistant Director, Strategic Planning & Collaborations, Health Promotion Board, Singapore
3. Mr. Mark Tuohy, Chief Operating Officer, Health and Well-being Queensland, Australia
4. Ms. Kristine Cooney, Executive Manager, Policy, Strategy & Impact Group, VicHealth, Australia
5. Mr. Teera Watcharapranee, Manager, StopDrink Network, Thailand



## PARALLEL SESSION 1.2

**Session No.:** Parallel Session 1.2 (PS1.2)

**Session Title:** Innovations to Address Major Risks of NCDs

**Date/Time:** Wednesday, November 8th, 2023 / 13.00 -14.45

**Location:** Room 206, 2nd FL. ThaiHealth Center, Bangkok, Thailand

### Session Description

Non-communicable diseases (NCDs) are among the biggest health threats for people and increasing concern for society. NCDs has been extended to cover a wide range of health problems. The main risk factors contributing to NCDs involve unhealthy diets, physical inactivity, tobacco use, and alcohol misuse. New approach to reducing NCD risks such as in building a health ecosystem, improving health services, digital health technology, prevention strategies, and policy-making hold promise in mitigating the risk and consequences of NCDs. After COVID-19, it is crucial to prioritize and adapt healthcare systems to ensure continuity of NCDs care, including telemedicine and remote monitoring options. Public health efforts should focus on promoting healthy behaviors, mental well-being, and equitable access to healthcare services for both prevention and management of NCDs. The session aims to bring together experts and practitioners to discuss these innovative approaches.

### Session Objectives

1. To share, inspire and motivate the new approach to reducing NCD risks
2. To explore innovative practices, technologies, and interventions addressing NCDs
3. To seek future collaborations to advance the innovative practices, technologies, and interventions addressing NCDs

## Key Messages / Key Questions to be addressed in the session

1. Innovative Strategies focus on new models for NCDs prevention and Health Promotion
2. Technological Innovations includes the role of digital health solutions for NCDs prevention and Health Promotion
3. Policy Innovations for NCDs: novel policy approaches and systems-level changes that facilitate a supportive environment for NCD prevention and management, such as NCD-related laws, taxes, health insurance, and public awareness campaigns
4. Innovative Partnerships and Financing: novel multi-stakeholder partnership models and innovative financing solutions that enable scaling up of effective interventions and technologies against NCDs

## Expected Outputs/Outcomes of the Session

1. Shared understanding of key enablers and barriers for synergistic partnership and multisectoral collaboration in health promotion.
2. Shared lessons and experiences regarding actions needed to effective collaboration of INHPF member and other health promotion alliances.
3. Shared opinions and consensus around practical challenges and future directions.

### Session Chair

Dr.Pairoj Saonuam, Assistant CEO, ThaiHealth

### Panelists

1. Dr. Sandro Demaio, CEO VicHealth and INHPF Chair
2. Mr. James Lim, Assistant Director, Healthy Food & Dining, Health Promotion Board (HPB), Singapore
3. Assoc. Prof. Dr. Yodchanan Wongsawat, Director, Institute for Technology and Innovation Management (iNT), Mahidol University, Thailand
4. Dr. Yumi Oh, Director, Department of Health Policy Research and Evaluation, Korea Health Promotion Institute (KHEPI)
5. Dr. Olivia Corazon Nieveras, Medical Officer (Non-Communicable Diseases), WHO Thailand



## PARALLEL SESSION 2.1

**Session No.:** Parallel Session 2.1 (PS2.1)

**Session Title:** Social Marketing and Power of Young Generation for Health Promotion

**Date/Time:** Tuesday, November 8th 2023 / 15.15 -17.00

**Location:** Room 413, 4th Fl. ThaiHealth Center

### Session Description

Social Marketing is one of the most important tools to make social changes. Thaihealth has been using it to drive the campaigns related to health promotion for more than 20 years. Numerous successful social marketing campaigns by ThaiHealth have been well recognized.

In addition to Thaihealth's social marketing efforts, numerous global partners and organizations have also used social marketing tools to contribute to social transformation. Many networks have come together in an attempt to establish a social marketing network, with the aspiration that this collective effort will drive more significant social change on a global scale. Seven speakers from the UK, Australia and Thailand will come to share their ideas and experiences about how they use social marketing to build the social change. If you're interested to learn and share ideas about the social marketing. We invite you to join us in this room.

### Session Objectives

1. To Share social marketing working experience by international organizations and local organizations.
2. To exchange lesson learn of moving social change through social marketing.
3. To explore communication strategy, research and social marketing networks.

### Key Messages / Key Questions to be addressed in the session

1. What is social marketing?
2. Impact of the social marketing on the social change.
3. Benefits of social marketing.
4. Introduction of the International Social Marketing Association network.
5. How can we measure the effectiveness of the social marketing?

6. Social marketing research methodologies.
7. How to set key performance indicators of a social marketing program.

### Expected Outputs/Outcomes of the Session

1. An understanding of the core concept and working experiences of social marketing.
2. An understanding of lesson learned in moving social change by social marketing.
3. Future collaborations to advance the International Social Marketing Association.

### Proposed Format:

1. 45 minutes individual VDO presentations
2. 15 minutes individual presentation with Q&A
3. Seminar 30 minutes with Q&A
4. Poster Presentations

### Session Chair

Ms. Supatnuj Sorndamrih, Senior Director of Social Marketing Sector, ThaiHealth

### Keynote speakers

1. Professor Jeff French, Brighton University and CEO of Strategic Social Marketing
2. Professor Sharyn Rundel Thiele, Vice president of the International Securities Market Association (ISMA)
3. Dr. Derek Ong Lai Teik, Associate Head of Marketing Subject Group, Hertfordshire Business School
4. Mr. Nontakorn Siritwattanasatorn, Medical Student, Chulalongkorn University, and Vice-President for the External Affairs, The International Federation of Medical Students Associations, Thailand Chapter (IFAMSA-Thailand)

### Panel Discussion: Co-working experience on developing health campaigns

#### Panelists

1. Dr. Sa-Nga Damapong, nutrition specialist
2. Dr. Chantana Ungchusak, chairman of the board of healthy food plan
3. Mr. Sompat Trisadikun, Chief Creative Officer, GREYnJ UNITED
4. Health Promotion Institute (KHEPI)



## PARALLEL SESSION 2.2

**Session No.:** Parallel Session 2.2 (PS2.2)

**Session Title:** Leaving No One Behind: Building Cultures of Equity and Inclusivity

**Date/Time:** Tuesday, November 8th 2023 / 15.15 -17.00

**Location:** Room 201, 2nd Fl. ThaiHealth Center

### Session Description

According to the new concept defined by the World Health Organization (WHO), the findings showed that inequality in health outcomes did not emerge from only personal behaviors but also the Social Determinants of Health (SDH). It can be explained that this factor plays a role in determining the health status of the population from birth, living, working, entering the elderly period and death. Consequently, it is a significant factor that leads to health inequality problems. Additionally, working in reducing structural inequalities or social determinants of health is not only alleviating suffering for marginalized population or certain population groups, but also reducing structural inequality in society as a whole. It is to emphasize that a result of the structural inequality affects all population groups in the society.

Supporting health promotion through various population groups, particularly in economic and social factors which lead to unequal health conditions will support social justice. Although marginalized groups are diverse. However they face challenging situations together as follows: (1) invisible, overlooked, (2) burdened, (3) high risk, (4) excluded from policy, and (5) having conscience of surrendering or surrendering.

Challenge of working to achieve health equality is to work to reduce inequality through social factors. This will create changes both at the level of mindset and at the structural level. Furthermore, strategies to build coalitions from other groups are also important apart from empowering marginalized populations.

Supporting health promotion in terms of economic and social factors that lead to health inequality can create fairness for the society. Working in reducing structural inequalities or social determinants of health is not only alleviating suffering for marginalized population or certain population groups, but also reducing structural inequality in society as a whole. It is to emphasize that a result of the structural inequality affects all population groups in the society. This is a big challenge in working to achieve justice and reduce health inequalities.

## Session Objectives

1. To share and discuss knowledge and experiences in health promotion operations in the context of population differences and reducing inequalities.
2. To increase future collaborations for ensuring equal opportunities and reducing inequalities in the society.

## Key Messages / Key Questions to be addressed in the session

1. An overview of Social Determinants of Health (SDH), which affects health inequality and the health status of the population and vulnerable groups
2. Achievable Goals for reducing and preventing health and well-being inequalities within and among populations: good/best practices.
3. The roles of policy, practice and social innovations.
4. Regional and international social networks.
5. Challenges and opportunities in the organization and network to reduce health inequality.

## Expected Outputs/Outcomes of the Session

1. An understanding and learning about health promotion operations under the context of both differences and reducing inequalities in various dimensions.
2. A collaboration network of health promotion operations under the context of both differences and reducing inequalities in various dimensions.

## Session Chair

Dr. Prakasit Kayasith, Deputy CEO, ThaiHealth

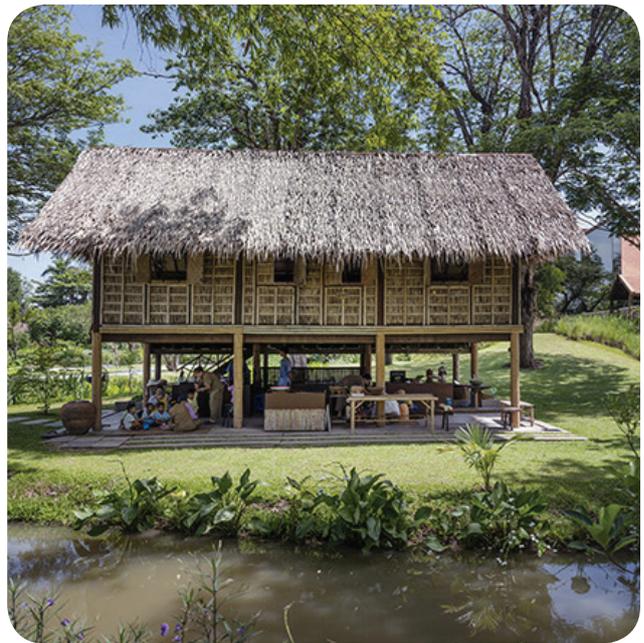
## Panelists

1. Dr. Wachara Riewpaiboon, Deputy Director, Ratchasuda College, Faculty of Medicine Ramathibodi Hospital, Mahidol University, Thailand
2. Mr. Renaud Meyer, UNDP Resident Representative to Thailand
3. Mr. Mark Tuohy, Chief Operating Officer, Health and Well-being Queensland, Australia
4. Mrs. Jatuporn Rojanapanich, Director-General, Department of Social Development and Welfare, Ministry of Social Development and Human Security, Thailand
5. Dr. Cynthia Maung, The Mae Tao Clinic, Thailand



## SITES OF FIELD VISIT

**Route 2 (Nakhon Pathom Province): Sampran Model,**  
the Model of Organic Agriculture for Sustainable Development in Society  
(on healthy food system and sustainable agriculture)



**Source:** SCB. Sampran model: A model for organic tourism creates sustainability for society, from: <https://www.scb.co.th/th/personal-banking/stories/business-maker/sampran-model.html>

**Route 3 (Bangkok City Center): Healthy Station at the Underground Train (MRT) Lumpini Station and Healthy Space at Benjakitti Forest Park**  
(on social marketing campaigns and health space)



## Annex II INHPF Bangkok Declaration

### **INHPF Declaration to Advance Health Promotion towards Equitable Well-being at the 20th Annual Meeting of the International Network of Health Promotion Foundations 2023 (20th INHPF Annual Meeting 2023) 7-10 November 2023 | Bangkok, Thailand**



The 20th Annual Meeting of the International Network of Health Promotion Foundations 2023 (the 20th INHPF Annual Meeting 2023) takes place in Bangkok, Thailand between 7-10 November, 2023. The meeting aims to exchange best practices and lessons learned on health promotion movements; to foster collaborative partnership among members and partners of the INHPF; and to declare the collective commitment on advancing health promotion in the global health agenda.

Recalling The Ottawa Charter for Health Promotion (1986), which identifies five components of health promotion action and prerequisites for health, essentially suggesting a shift of focus from individual risk factors to addressing the context and implications of actions and the determinants that impact people.

Recalling also the Rio Political Declaration on Social Determinants of Health (2011), which identifies key actions for countries and global health partners to achieve greater equity in health and promote equitable access to goods and services essential to health and well-being.

Recalling further the Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development (2016), which urges leaders from all sectors and from different levels of governance to promote health and well-being in all the sustainable development goals.

Further recalling the Geneva Charter for Well-being (2021), which underlines the urgency of creating sustainable well-being societies and achieving equitable health without harming the health of our planet.

Recognizing that health is a basic human right and is essential for social and economic development. Increasingly, health promotion is being recognized as an essential element of health development. It is a process of enabling people to increase control over, and to improve, their health. Health promotion addresses the determinants of health so as to create a substantial health gain for the people, to contribute significantly to the reduction of inequities in health. Thus, Health

promotion is a great investment and can make a difference for equitable health and well-being.

We, the members and partners of the INHPF, reaffirm that health is a cornerstone of sustainable development, and espouse health promotion as an essential component of a comprehensive public health strategy in order to advance the well-being of individuals, families and communities.

**1. CALL ON the members of the INHPF:**

- i. to mobilize sufficient and sustainable resources and infrastructure for health promotion;
- ii. to raise awareness of the changing determinants of health to include social, environmental, cultural, commercial, economical, digital, political determinants;
- iii. to accumulate knowledge on best practice and enable shared learning and its adaptation;
- iv. to enable interventions aiming at enhancing and promoting healthy digital and media literacy and increase access to healthy digital technologies, particularly in vulnerable communities;
- v. to foster transparency and public accountability and trust in health promotion;
- vi. to collaborate with international partners and organizations to share best practices, exchange knowledge, and coordinate efforts to promote health and well-being.

**2. REQUEST all United Nations agencies:**

- i. to promote, strengthen and support efforts to create sustainable resources and infrastructure for health promotion;
- ii. to foster collaboration with international financial institutions and relevant stakeholders to promote sustainable financing for policies aimed at improving well-being and health;
- iii. to strengthening the governance of well-being and assisting efforts towards the 2030 Agenda for Sustainable Development;
- iv. to allocate more financial and intellectual resources for health promotion.

### **3. INVITE the governments:**

- i. to develop multisectoral frameworks and plans with key actions to achieve equitable health and well-being;
- ii. to develop legislation to enable both sustainable resources and infrastructure for health promotion;
- iii. to create and expand social welfare systems and ensure adequate and sustainable financing, public transparency and accountability for their governance and financing;
- iv. to accelerate progress towards sustainable development, universal health coverage and other health-related goals through the support of health promotion.

### **4. ENCOURAGE other relevant stakeholders, including international organizations, civil society organizations, academia, private sector and local communities:**

- i. to fostering and expand collaborative networks and multisectoral partnership on health promotion;
- ii. to coordinate intersectoral actions on health promotion contributing to building resilient and equitable well-being society;
- iii. to promote sustainable financing mechanisms for health promotion at all levels.



## Annex III Meeting Evaluation: Detailed Results and Questionnaires

This Annex presents data collection method, detailed results from Question (Q) number 1.1-5.6., and the questionnaire used for the meeting evaluation.

### Data collection methods

- ◆ **Survey Design:** The survey employed in this evaluation was designed to encapsulate the multifaceted dimensions of the 20th International Health Promotion Foundation Annual Meeting. The questionnaire comprised closed-ended and open-ended queries to extract comprehensive insights into participant experiences, perceptions, and constructive feedback. The questionnaire surveys can be found in below section.
- ◆ **Data Collection Period:** Data collection was mostly conducted through an online survey platform operational from the 8th to the 10th of November 2023.
- ◆ **Incentivization:** To enhance participant engagement and encourage survey completion, a system of incentives was instituted. Participants who completed the survey could receive commemorative souvenirs as a token of appreciation for their valuable contributions.
- ◆ **Participation Metrics:** Out of the total of 283 attendees, 89 individuals actively engaged in the survey, constituting a response rate of 31%. This proportionate representation forms the basis for the subsequent analysis, offering a nuanced understanding of the perspectives of a substantial subset of the event's attendees.
- ◆ **Ethical Considerations:** The survey adhered to ethical research standards, ensuring the confidentiality and anonymity of participant responses. Informed consent was obtained, elucidating the purpose of the survey and apprising participants of their rights.

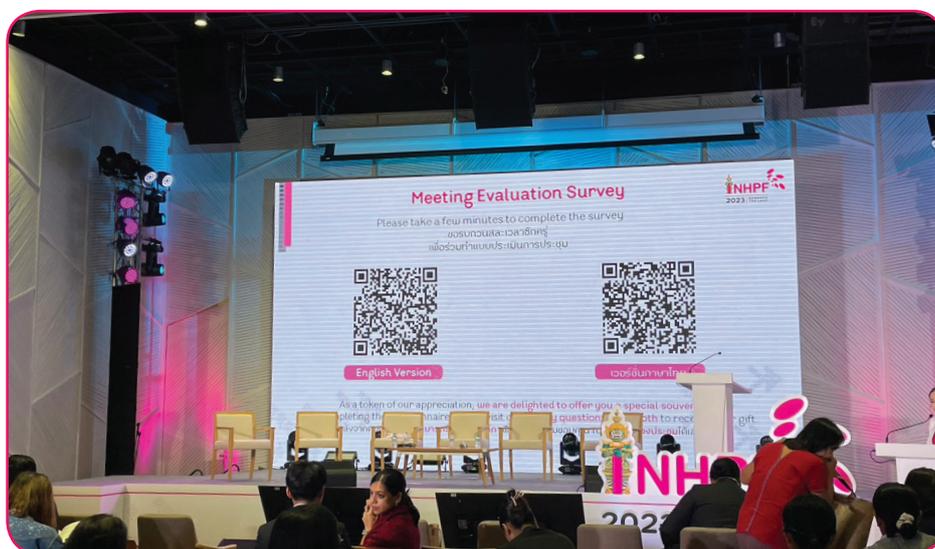


Figure 1. Evaluation form QR code shown during the INHPF Annual Meeting



Figure 2. Souvenir and online evaluation page

### Meeting experience

The responses indicate a generally positive experience, with many participants strongly agreeing or agreeing on most aspects of the meeting (Q1.1.-1.5.) and Table 1.

- ◆ **Overall Positive Experience (Q 1.1):** Most respondents reported a positive overall experience at the meeting. This is evident from the high number of “Strongly Agree” and “Agree”.
- ◆ **Relevance to Work (Q 1.2):** The sessions at the meeting were considered highly relevant to the participants’ work. The majority of respondents strongly agreed or agreed with this statement, indicating that the content of the sessions was applicable and beneficial for their professional roles and interests.
- ◆ **Quality of Speakers (Q 1.3):** The quality of speakers was also highly rated, with most participants agreeing or strongly agreeing that it met their expectations. This suggests that the speakers were well-chosen and effective in delivering their messages, contributing positively to the overall experience of the attendees.
- ◆ **The usefulness of Information (Q 1.4):** The information provided at the meeting was deemed both new and useful by a large number of respondents.
- ◆ **Networking Opportunities (Q 1.5):** The meeting was seen as providing excellent opportunities for networking, with a significant majority agreeing or strongly agreeing with this statement.
- ◆ **Minimal Negative Feedback:** There was minimal negative feedback across all questions, with very few respondents disagreeing or strongly disagreeing on any point. This further underscores the success of the meeting in meeting its objectives and satisfying the attendees.

- ◆ **Room for Improvement in Engagement:** Although the responses were overwhelmingly positive, the presence of some neutral responses (neither agree nor disagree) in every question indicates that there might be room for further improvement in engaging all participants. This could be in more diverse sessions, interactive formats, or addressing a broader range of topics.

**Table 1** Level of Satisfaction on Meeting Experience Aspect

1. Meeting Experience	5	4	3	2	1	Score Mean
1.1 My overall experience at the 20th INHPF meeting was satisfactory.	45 (50.6)	39 (43.8)	2 (2.2)	1 (1.3)	2 (2.2)	4.39
1.2 The sessions 20th INHPF meeting were highly relevant to my work.	43 (48.3)	33 (37.1)	12 (13.5)	0 (0.0)	1 (1.1)	4.31
1.3 The quality of the speakers at the 20th INHPF meeting met my expectations.	40 (44.9)	42 (47.2)	6 (6.7)	0 (0.0)	1 (1.1)	4.35
1.4 The information provided in the 20th INHPF meeting was both new and useful.	39 (43.8)	42 (47.2)	7 (7.9)	0 (0.0)	1 (1.1)	4.33
1.5 The 20th INHPF meeting provided excellent opportunities for networking.	44 (49.4)	35 (39.3)	8 (9.0)	0 (0.0)	2 (2.2)	4.34

*n=89 (100.0%)*

### Management aspect of the 20th INHPF Meeting

These responses (Q2.1.-2.3) suggest that the attendees generally found the venue appropriate and conducive, the facilities of high standard, and the staff very helpful. More information can be found in Table 2.

- ◆ **Venue Appropriateness (Q 2.1):** The majority of respondents felt that the venue chosen for the meeting was appropriate and conducive. This is indicated by the high number of “Strongly Agree” and “Agree” responses.
- ◆ **Facility Standards (Q 2.2):** The facilities provided at the meeting were viewed favorably, with most respondents rating them as being of a high standard.
- ◆ **Helpfulness of Staff (Q 2.3):** The staff at the meeting received the highest number of “Strongly Agree” responses among the three questions, reflecting very positively on the staff’s performance. This indicates that the staff were not only efficient in their roles but also approachable and supportive.

**Table 2** Level of Satisfaction on Management Aspect

2. Management Aspect of the 20th INHPF Meeting	5	4	3	2	1	Score Mean
2.1 The venue chosen for the 20th INHPF meeting was appropriate and conducive.	41(46.1)	37(41.6)	8(9.0)	2(2.2)	1(1.1)	4.29
2.2 The facilities provided at the 20th INHPF meeting were of high standard.	41(46.1)	36(40.4)	10(11.2)	0(0.0)	2(2.2)	4.28
2.3 The staffs at the meeting were very helpful.	51(57.3)	28(31.5)	8(9.0)	0(0.0)	2(2.2)	4.42

*n=89 (100.0%)*

### Healthy Meeting Aspect of the 20th INHPF Meeting

Overall, the respondents suggest that the attendees generally perceived the meeting as healthy, with opportunities for physical activity, availability of healthy food and beverage options, adherence to a strict tobacco-free and alcohol policy, and promotion of environmentally friendly practices. This section reflects the result from Q3.1-Q3.5 and Table 3 below.

- ◆ **Healthy Meeting Perception (Q 3.1):** A significant number of attendees considered the meeting to be healthy, as evidenced by the strong agreement and agreement responses. This indicates that the overall environment and organization of the meeting promoted a sense of health and well-being. However, a notable number of neutral responses suggest that some attendees might not have perceived the meeting as distinctly healthy or may have had different expectations regarding what constitutes a ‘healthy meeting.’
- ◆ **Physical Activity Opportunities (Q 3.2):** There were numerous agreements that the meeting schedule included opportunities for physical activity and reducing sedentary behavior. This suggests successful integration of physical activities or breaks to keep attendees active. The relatively higher number of neutral responses in this area could point to a need for more explicit or varied physical activity options in future meetings.
- ◆ **Healthy Food and Beverage Options (Q 3.3):** The availability of healthy food and beverage options was well-received, with a majority of attendees agreeing or strongly agreeing. A few disagreements and neutral responses might indicate varying preferences or expectations regarding food and beverages that could be addressed.
- ◆ **Tobacco-Free and Alcohol Policy (Q 3.4):** The strongest agreement was observed in the enforcement of a tobacco-free environment and the handling of alcohol at the meeting. This reflects a commitment to health and well-being

However, a notable number of neutral responses suggest that some attendees might not have perceived the meeting as distinctly healthy or may have had different expectations regarding what constitutes a ‘healthy meeting.’

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- ◆ **Tobacco-Free and Alcohol Policy (Q 3.4):** The strongest agreement was observed in the enforcement of a tobacco-free environment and the handling of alcohol at the meeting. This reflects a commitment to health and well-being that was recognized and appreciated by the majority of attendees. The overwhelming positive response in this area indicates a successful policy implementation that should be continued in future meetings.
- ◆ **Environmentally Friendly Practices (Q 3.5):** The promotion of environmentally friendly and sustainable practices was also highly rated. A few neutral and negative responses might highlight opportunities for more visible or impactful environmental initiatives.

**Table 3** Perceived of the Healthy Meeting Aspect of the 20th INHPF Meeting

3. Healthy Meeting Aspect of the 20th INHPF Meeting	5	4	3	2	1	Score Mean
3.1 Overall, I consider the 20th INHPF meeting to be a healthy meeting.	39 (43.8)	36 (40.4)	11 (12.4)	1 (1.3)	2 (2.2)	4.22
3.2 The 20th INHPF meeting schedule included opportunities for physical activity and reducing sedentary behaviour.	32 (30.0)	36 (40.4)	19 (21.3)	0 (0.0)	2 (2.2)	4.08
3.3 Healthy food and beverage options were available during the 20th INHPF meeting.	42 (47.2)	36 (40.4)	7 (7.9)	3 (3.8)	1 (1.1)	4.29
3.4 The 20th INHPF meeting was strictly tobacco-free and, alcohol was either not available or promoted during the meeting.	58 (65.2)	25 (28.1)	4 (4.5)	0 (0.0)	2 (2.2)	4.54
3.5 The 20th INHPF meeting promoted practices that are environmentally friendly and sustainable.	47 (52.8)	34 (38.2)	5 (5.6)	2 (2.2)	1 (1.1)	4.39

*n*=89 (100.0%)

## Survey Respondents

Out of the total of 283 attendees, 89 individuals actively engaged in the survey, constituting a response rate of 31%. The meeting attracted a predominantly female audience, largely from Thailand, with a significant number of participants from other Asian countries. Attendees represented a range of professional roles, primarily from academic, non-governmental, and government sectors, with a strong focus on health.

- ◆ **Age (Q 5.1):** The age distribution indicates a diverse range of ages among the attendees, with the largest group being in the 30-39 age bracket (see Figure 3.)
- ◆ **Gender (Q 5.2):** Regarding the gender distribution, this shows a higher representation of females in the meeting, indicating either a gender-specific focus or appeal of the meeting or potentially reflecting the demographics of the sectors involved (see Figure 3.)
- ◆ **Country of Origin (Q 5.3):** The majority of respondents (71) were from Thailand. Other represented countries included Myanmar (4), South Korea (3), Australia, Singapore, and Taiwan (2 each), and a few others with one respondent each (see Figure 4.)
- ◆ **Primary Job Role (Q 5.4):** It indicates a diverse range of professionals attended the meeting, likely contributing to a rich exchange of perspectives (see Figure 5.)
- ◆ **Sector Representation (Q 5.5):** This suggests a primary focus on health-related issues, with significant participation from those in the health sector, although there was also notable representation from other sectors (see Figure 5.)
- ◆ **Role in the Meeting (Q 5.6):** a variety of roles were mentioned, including ‘Translator’, ‘Online Content Creator’, and various specific titles in Thai. The presence of varied roles, such as translators and content creators, indicates the meeting’s inclusive and comprehensive nature, catering to different functions and facilitating broader engagement. A variety of specific roles were mentioned, such as Translator, Online Content Creator, and several others (see Figure 6.)

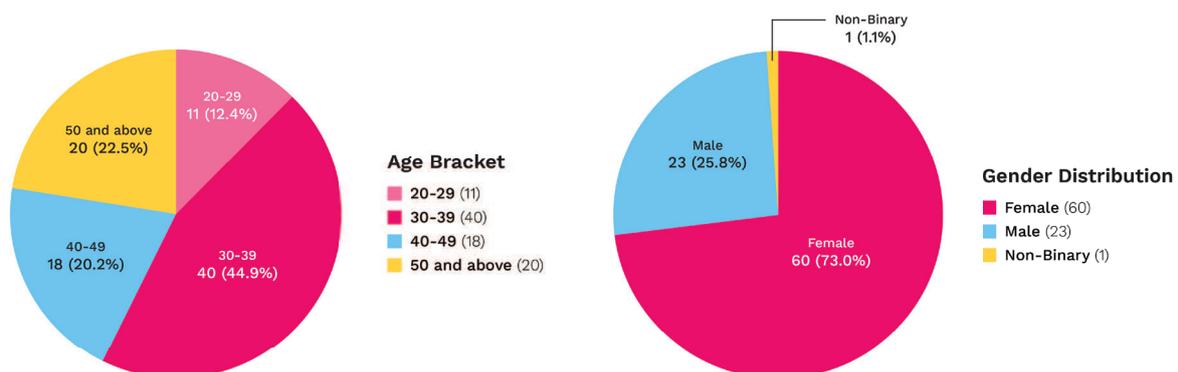


Figure 3. Age group and gender distribution of the evaluation respondents

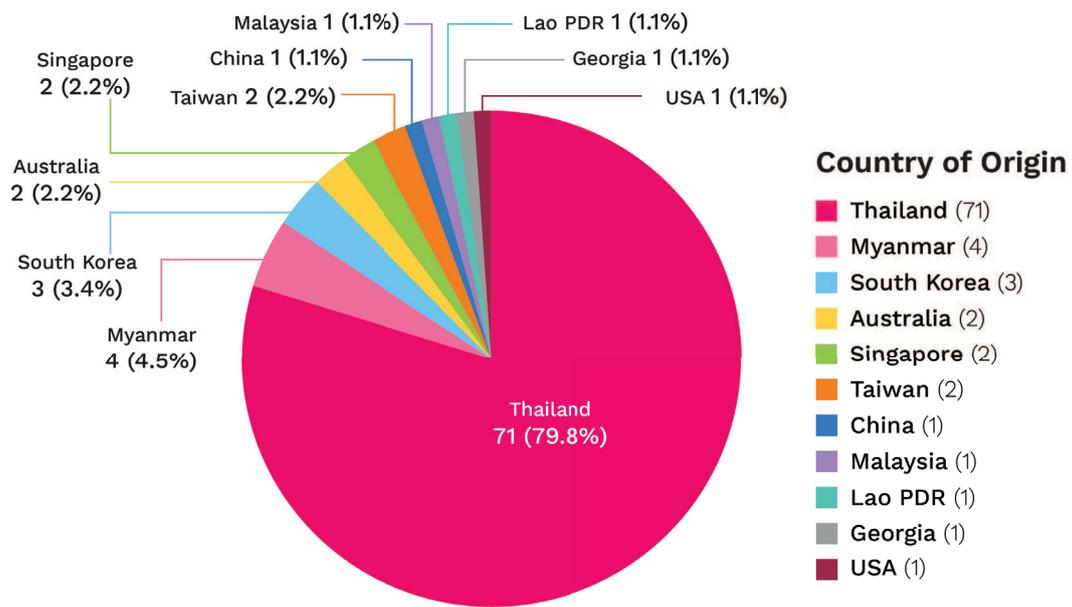


Figure 4. Country of origin of the evaluation respondents

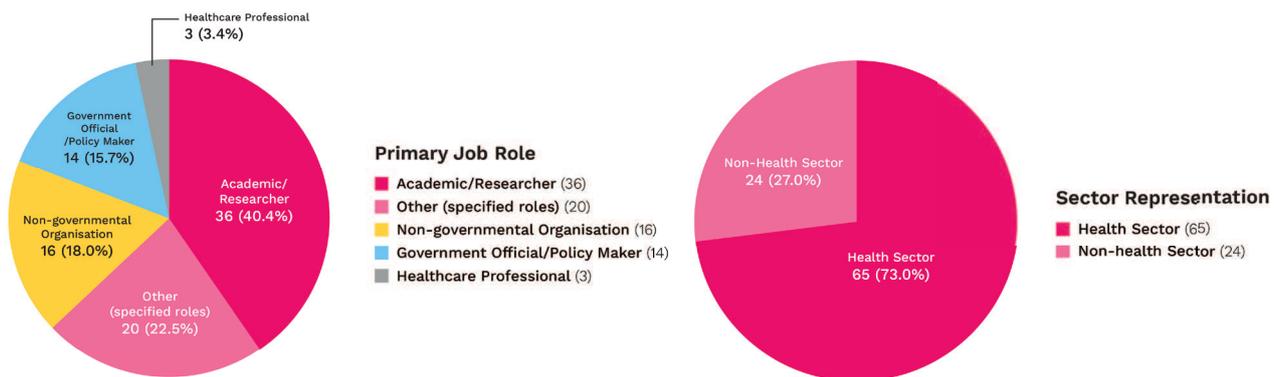


Figure 5. Primary job role and sector representation of the evaluation respondents

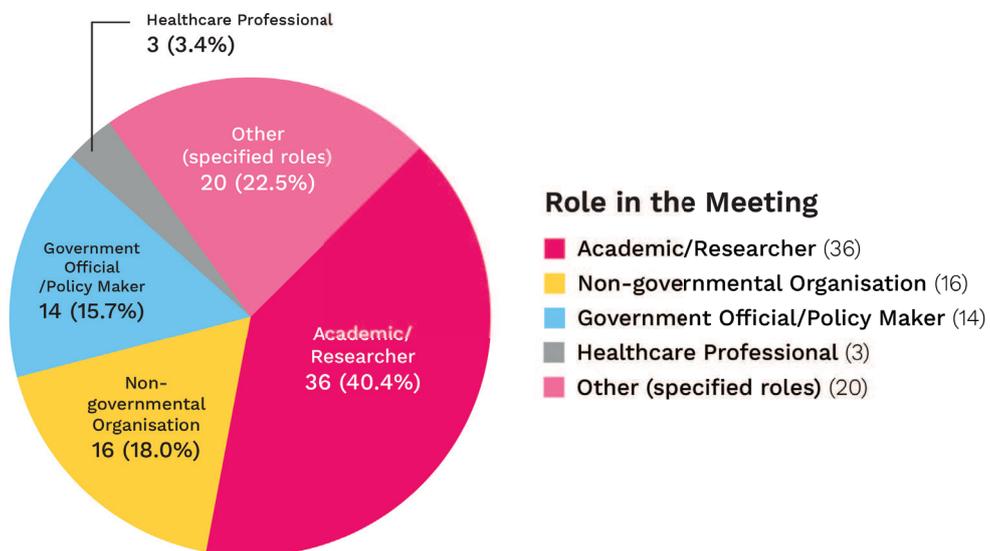


Figure 6. Role in the meeting of the evaluation respondents

## Survey Questionnaire

**The 20th Annual Meeting of the International Network  
of Health Promotion Foundations 2023**  
**The Next Step of INHPF: Accelerating Health Promotion Innovations  
towards Equitable Well-Being**  
7–10 November 2023, ThaiHealth Center, Bangkok, Thailand

**Dear Participant,**

Thank you for attending the 20th Annual Meeting of the International Network of Health Promotion Foundations 2023. As we continuously strive to improve our events, we value your insights and feedback regarding your experience.

Please take a few minutes to complete the survey. Be assured that your answers will be treated with confidentiality and used solely to improve our events.

Thank you for your valuable time and input.

**Warm regards,**

**Thai Health Promotion Foundation**

\* “I understand that my participation in this survey is voluntary and that my anonymity will be maintained. I acknowledge that I can withdraw from the survey at any point without any negative consequence.”

**Do you consent to participate in this survey?**

- Yes  
 No

**Please indicate your level of agreement with each statement by ticking the appropriate option**

1. Meeting Experience	5	4	3	2	1
1.1 My overall experience at the 20th INHPF meeting was satisfactory.					
1.2 The sessions 20th INHPF meeting were highly relevant to my work.					
1.3 The quality of the speakers at the 20th INHPF meeting met my expectations.					
1.4 The information provided in the 20th INHPF meeting was both new and useful.					
1.5 The 20th INHPF meeting provided excellent opportunities for networking.					

2. Management Aspect of the 20th INHPF Meeting	5	4	3	2	1
2.1 The venue chosen for the 20th INHPF meeting was appropriate and conducive.					
2.2 The facilities provided at the 20th INHPF meeting were of high standard.					
2.3 The staffs at the meeting were very helpful.					

3. Healthy Meeting Aspect of the 20th INHPF Meeting	5	4	3	2	1
3.1 Overall, I consider the 20th INHPF meeting to be a healthy meeting.					
3.2 The 20th INHPF meeting schedule included opportunities for physical activity and reducing sedentary behaviour.					
3.3 Healthy food and beverage options were available during the 20th INHPF meeting.					
3.4 The 20th INHPF meeting was strictly tobacco-free and, alcohol was either not available or promoted during the meeting.					
3.5 The 20th INHPF meeting promoted practices that are environmentally friendly and sustainable.					

4. Additional Comments and Suggestions
<p>4.1. Please suggest any topics or information you would like to see in future INHPF meetings (if any)</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>4.2. Do you have any suggestions for improving the meeting experience, venue, facilities, or site visits? (if any)</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

6. Participant Information	
5.1 Which age bracket do you fall under?	<input type="radio"/> Below 20 <input type="radio"/> 20-29 <input type="radio"/> 30-39 <input type="radio"/> 40-49 <input type="radio"/> 50 and above
5.2 Please indicate your gender.	<input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Non-Binary <input type="radio"/> Prefer not to say
5.3 Which country do you originate from?	<input type="radio"/> Australia <input type="radio"/> Malaysia <input type="radio"/> Singapore <input type="radio"/> Taiwan <input type="radio"/> Thailand <input type="radio"/> Tonga <input type="radio"/> South Korea
5.4 Please specify your primary job role	<input type="radio"/> Healthcare Professional <input type="radio"/> Non-governmental Organisations <input type="radio"/> Policy Maker <input type="radio"/> Academic/Researcher <input type="radio"/> Other (please specify): .....
5.5 From which sector do you predominantly represent?	<input type="radio"/> Health sector <input type="radio"/> Non-health sector
5.6 Please select the role that best describes your participation in the meeting	<input type="radio"/> Speaker/panelist <input type="radio"/> Attendee/ ThaiHealth partner <input type="radio"/> Staff <input type="radio"/> Media/journalist <input type="radio"/> Other.....
5.7 Did you join the site visit?	<input type="radio"/> Yes, I joined the site visit <input type="radio"/> No, I did not join the site visit

**Thank you for completing our survey!**

**Please get your souvenir!** We are delighted to offer you a special souvenir. Please return this questionnaire to the staff this at our survey questionnaire booth.



## Annex IV Rapporteurs Name List and Session Assigned

The Rapporteur team consists of 4 roles with a total of 29 persons, which are

- ◆ 4 project coordinators
- ◆ 2 lead rapporteurs
- ◆ 21 session rapporteurs
- ◆ 2 visual notetakers.

The core team and session rapporteurs will have different roles and responsibilities for the event.

**Table 1** Roles and responsibilities of the rapporteur team

Role	Responsibility	Count of person
Project coordinator	facilitating and coordinating the rapporteur's activities from start to finish as well as Conducting meeting evaluation and summarizing into meeting evaluation report	4 persons
Lead rapporteur	leading the writing of the final report and meeting evaluation report	2 persons
Session Rapporteur	Summarizing and highlighting important messages from plenary and parallel sessions as well as site visit sessions.	21 persons
Visual note taking	Summarizing and highlighting important messages from plenary and parallel sessions in a visual manner.	2 persons

A total of 21 persons were recruited as session rapporteurs for the six academic sessions and two site visit sessions. It is encouraging that 15 ThaiHealth officers volunteered for the event. The composition of the rapporteur sessions is summarised in [Table 2](#).

**Table 2** Composition of session rapporteur based on institution type

Name of Institution	Institution Type	Number of Rapporteurs
FHI360	NGO	1
IHPP	Government	1
Kasetsart University	Academic	2
ThaiHealth	Government	15
Thammasat University	Academic	1
WHO Thailand	International agency	1

The working process takes into consideration producing a quality synthesis report and enhancing the capacity building of the rapporteur team. Prior to the meeting, the briefing session was conducted to provide basic information, agree on working methods, and share experiences of rapporteur from other meeting platforms. Moreover, the daily briefing was held to exchange key learning, technical content and experiences, serving as rapporteur. [Figure 1](#) below shows a group photo of the rapporteur team.

The complete list of the names of the rapporteurs and their assigned sessions is below.

### The Core Rapporteur Team

Name	Position	Organisation
Dr. Sigit D. Arifwidodo	Lead Rapporteur	Kasetsart University
Dr. Attaya Limwattanayingyong	Lead Rapporteur	IHPP
Ms. Orana Chandrasiri	Rapporteur Coordinator	Kasetsart University
Ms. Sairudee Vanikanukul	Rapporteur Coordinator	ThaiHealth
Ms. Kotchamon Sukyoyot	Rapporteur Coordinator	IHPP
Ms. Kwanchanok Phusud	Rapporteur Coordinator	Kasetsart University

### Session Rapporteur Team

Name	Position/Section	Organisation
<b>Plenary 1: Health Promotion Innovations towards Equitable Well-being</b>		
Dr. Inthira Suya	Programme lead	FHI360
Ms. Punyanut Yawsangrat	Learning management specialist	ThaiHealth
Ms. Orratai Junsuwanaruk	Program specialist Section1	ThaiHealth
<b>Parallel Sessions 1.1: Synergistic Partnership / Multisectoral Collaboration in Health Promotion</b>		
Dr. Nisa Rattanadilok Na Phuket	Assistant Director, Section 3	ThaiHealth
Ms. Penlak Tessuwan	Section 2	ThaiHealth
Ms. Yodkwan Rudjanakanoknad	Senior Program Administration	ThaiHealth
<b>Parallel Sessions 1.2: Innovations to Addressing Major Risks of NCDs</b>		
Mr. Cassidi Kunvipusilkul	Technical and Innovation Section	ThaiHealth
Dr. Sushera Bunluesin	Technical Officer	WHO Thailand
Ms. Suttaporn Marukpitak	Human Resources Department	ThaiHealth

Name	Position/Section	Organisation
<b>Parallel Sessions 2.1: Social Marketing and Power of Young Generation for Health Promotion</b>		
Ms. Nattakarn Lekcharoen	Section 3	ThaiHealth
Dr. Inthira Suya	Programme lead	FHI360
Ms. Wiwan Ekarintarakul	Section 7	ThaiHealth
<b>Parallel Sessions 2.2: Leaving No One Behind: Building Cultures of Equity and Inclusivity</b>		
Ms. Krittiya Sasipuminrit	Section 4	ThaiHealth
Mr. Kamolphat Markchang	Researcher	IHPP
Mr. Chatdanai Polpuech	Section 7	ThaiHealth
<b>Plenary 2: The Next Step of INHPF</b>		
Dr. Phintusorn Phourai	Section 6	ThaiHealth
Assist Prof. Sakol Sopitarchasak	Lecturer	Thammasat University
Ms. Jiraporn Kamonrungsan	Section 11	ThaiHealth
<b>Study Visit: Sampran Model</b>		
Ms. Nootchawan Boonruangkitinandha	Section 5	ThaiHealth
Mr. Kamolphat Markchang	Researcher	IHPP
<b>Study Visit: MRT and Benjakitti park</b>		
Mrs. Wipada Sirawarong	Section 5	ThaiHealth
Ms. Orana Chandrasiri	Researcher	Kasetsart University

### Visual Notetaker

Name	Position	Organisation
Mr. Pakorn Temjai	Senior visual note taker	Independent
Ms. Sasipreeya Khiewisiri	Visual note taker	Independent



Group photo of the rapporteur team



