

## **HIGHLIGHTS FROM THE IUHPE EUROPEAN REGIONAL WORKPLAN – 2008-2010**

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The European RC continues to focus on 5 strategic areas that were set for the period 2008-2010: capacity building, communication, advocacy and partnership, monitoring and evaluation, and membership development.

The work on capacity building is linked to the COMP-HP project, led by Margaret Barry of NUI Galway and co-funded by the EU within the Health Programme. The project was launched in October 2009 and builds on the IUHPE Training and Accreditation Subcommittee's work. IUHPE will have an important role in the dissemination process, with Claire Blanchard (IUHPE HQ) leading a stakeholder analysis to identify key people and involve them in the project through Delphi rounds. A symposium on COMP-HP will be organized at the Geneva Conference.

Also within the capacity building area, a project proposal is being developed to build the capacity for health promotion in the Southern Caucasus. An application for funding will be submitted within the EU TEMPUS program.

With regard to communication, the main priorities are to re-launch the newsletter, update the European pages of the IUHPE website, and keep HP Source sustainable and up-to-date. An ad hoc working group, led by Diane Levin-Zamir has been set up to optimize the use of the web pages, keep them up to date, and enhance the involvement of members. IUHPE-CIPES Centre has undertaken a scoping exercise of HP-Source. With regard to internal communication within the Regional Committee and the core group therein, a process is well underway to better share information, experience and responsibilities through regular teleconferences, e-mail consultations, etc.

In terms of advocacy and partnership, for health promotion in Europe, the focus will be on strengthening the collaboration with WHO Euro, Euro Health Net, and other key actors within and outside our field. For example, the Regional Committee will respond to a draft work plan elaborated by the new Regional Director for WHO-EURO, Dr. Zsusanna Jakab. Partnership between EuroHealthNet and IUHPE remains essential such as shown regarding major projects (e.g. DETERMINE) and in coordinated responses to EU consultation processes. Both organisations will seek to strengthen their cooperative agreement in light of ongoing re-strategizing processes .

With regard to membership development, a membership development plan was endorsed by the Board of Trustees in June 2009, and an IUHPE Membership Development Advisory Committee (MDAC) has been set up, bringing together all involved in membership development within the IUHPE. Regions. Spencer Hagard is currently contributing for the European Region .