

# Preface

This is a collection of papers written by eminent participants at the First Asia-Pacific Conference on Health Promotion and Education with the main theme “Asia-Pacific Perspectives and Evidence on Health Promotion and Education: Sharing Experiences, Efforts, and Evidence,” held in July 2009 in Chiba, Japan. This conference was organized by the Northern Part of the Western Pacific Region of the International Union of Health Promotion and Education (NPWP/IUHPE) and the Japanese Society of Health Education and Promotion. Approximately 1 000 people, mostly from Asian countries, participated in this conference, and about 500 papers were presented.

Globalization, industrialization, and information technology, which have contributed to improve our health, have also caused many health problems from mental health issues to lifestyle-related disease among both younger and older people. To cope with these health issues, health promotion and health education are desperately needed. To convince policy decision makers to invest in health promotion and health education programs, it is necessary to show evidence for the effectiveness of such programs. This is in line with Evidence-Based Medicine (EBM), and health promotion and health education professionals are expected to construct evidence-based health promotion and education programs and practice based on these programs.

Such evidence has been accumulated in recent years, but most has come from the United States and European countries. There are marked differences between Western and Asian countries with regard to the social, economic, and cultural environment. If we want to improve the health status of our region, we must apply programs specifically for Asian people. Therefore, we must generate and accumulate our own evidence based on Asian perspectives.

This book includes five parts. Part I deals with Asian ideas and activities on health promotion and education. Nine unique ideas or activities that originated from and are practiced in Asian countries are presented in this part. Part II is about Asian perspectives on health promotion and education. In this part, nine chapters deal with concepts or ideas that originated in Western countries from the standpoint of Asian researchers and practitioners. Part III, IV and V are on Asian practices and evidence on health promotion and education in terms of, respectively, settings: community, workplace, school and hospital; lifestyles: diet, exercise,

smoking, drinking, and stress management; and diseases: hypertension, diabetes, and cardiovascular disease.

To the best of our knowledge, this book is the first comprehensive work to deal with activities in Asian countries regarding health promotion and education. We believe that, by reading this book, Western as well as Asian readers will be able to gain Asian perspectives and evidence regarding health promotion and education.

Takashi Muto  
Toshitaka Nakahara  
Eun Woo Nam

Asian Perspectives and Evidence on Health Promotion  
and Education

Muto, T.; Nam, E.W.; Nakahara, T. (Eds.)

2011, XX, 445 p., Hardcover

ISBN: 978-4-431-53888-2