

Improvement of performance of
health promotion through
**strengthening strategic vision on
exploring feasibility of setting up a
foundation of health promotion in
Shanghai, China**

Nov. 15, 2004

1. Theme

Strategic vision of financing of health
promotion (from effectiveness,
strategic vision, legislation,
participation, etc.) in Shanghai,
China



Theme Selection Matrix

Themes	Impact on Customer Overall	X	Need to Improve =
Effectiveness and efficiency: lack of qualified faculty	4 (customer: staff, educators)	4	16
Strategic vision – lack of financing	5 (customer: head of the institute, governments, NGO, enterprises, media, public)	4	20
Rule of law – there is no law or regulation of health promotion.	5 (customer: PRC, government, general public)	3	15
Participation – staff without incentive to work with other sectors	3 (customer; head of the institute, staff, related sectors)	4	12



2. Current situation

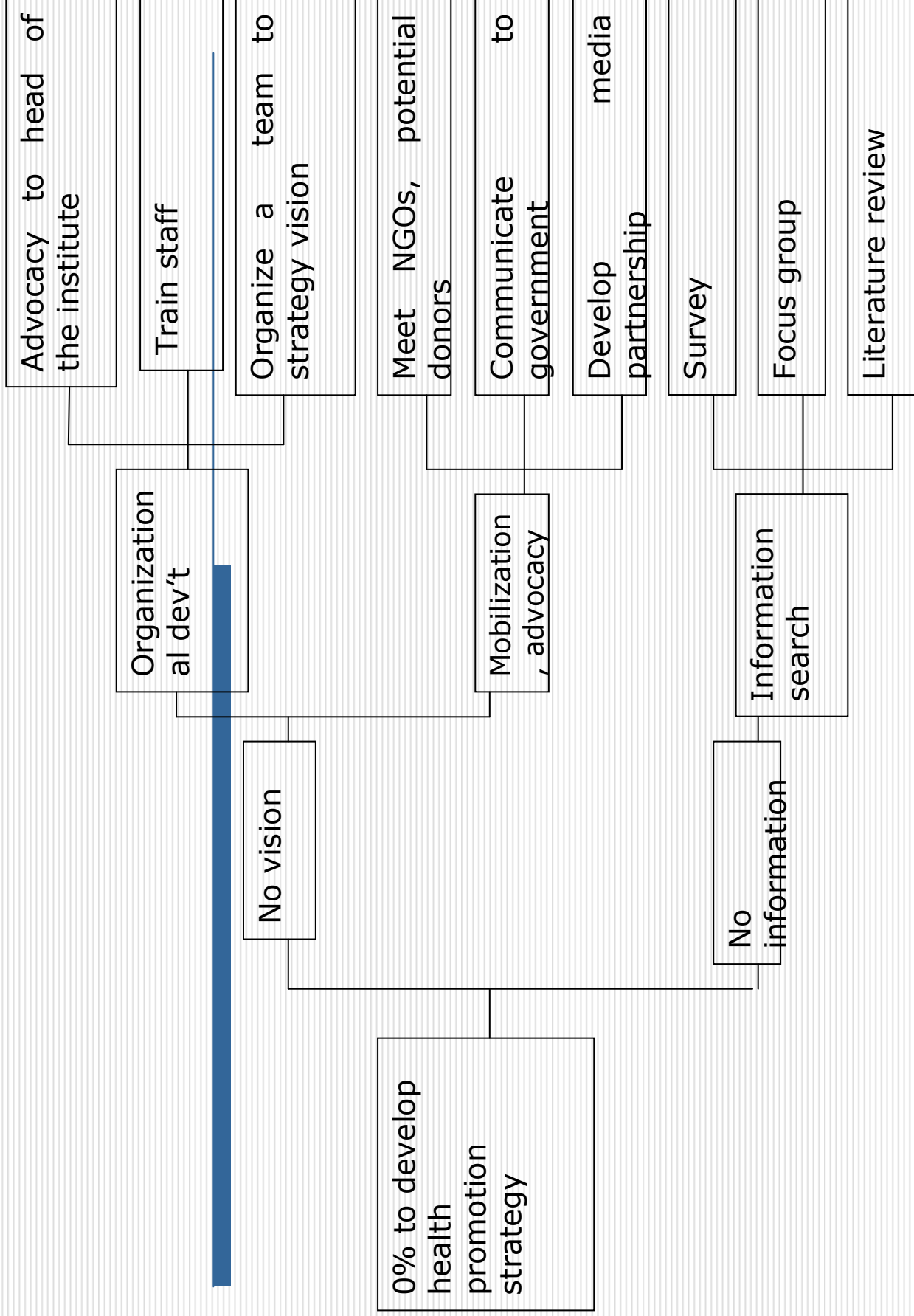
0% to develop health promotion strategy.



3. Analysis

Through analysis of Ishikawa tool, we identified main cause of the problem as following





Actions Taken

- A team has been established:
 - 3 from Shanghai Institute of Health Education
 - 2 from School of Public Health, Fudan University
 - 1 senior consultant



Organization Development

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Organization Development

The head of the Institute has accepted the idea and expressed that they will actively support the actions of preparation of the foundation



Information Search

Several focus groups have been held



Focus Groups

- NGOs:
 - Cancer Club
 - Association of smoking and health
 - Association of health education
 - Association of STD and AIDS

They all expressed that it is good idea and will greatly support the work



Agencies Related Government

- Shanghai CDC
 - Shanghai Institute of dermatosis prevention and control
 - Shanghai Institute of health education
- They expressed that it is good idea but there would be some difficulties: success sources and use of money, who will be the representative of the foundation (from government or NGO), et al.



Mobilization and Advocacy

- Head of Shanghai Health Bureau

They expressed supporting the work but pointed out that there will be some difficulties especially how to effective use of the fund

- Shanghai Civil Bureau

- Shanghai Industrial and Commercial Bureau

To understand the procedures of application for a foundation



Mobilization and Advocacy

- Meet some potential donors
China Credit Group expressed that they are interested in supporting the foundation and would donate about 1 millions RMB to support AIDS prevention and control if its conditions are accepted



Literature Review

- Information related to health promotion foundations abroad
- Samples of other domestic foundations



Preparation of the Regulation

- A draft of regulation of the Shanghai Foundation of Health Promotion has been prepared. It includes:
 - General principles: characteristics, tenet, basic money donated, working arrangement
 - Conditions of establishing the foundation following regulations of foundation management issued by China State Council



Preparation of the Regulation

- A draft of regulation of the Shanghai Foundation of Health Promotion has been prepared. It includes:
 - Registration procedures
 - Organization structure: foundation board, functions and responsibilities, monitoring and audit committee and its functions.



Preparation of the regulation

- A draft of regulation of the Shanghai Foundation of Health Promotion has been prepared. It includes:
 - Operation of the foundation: procedures of donation, use and management.

