



TERMS AND CONDITIONS



First Iberoamerican Contest on Good Health Promotion Practices in Universities and Higher Education Institutions

The Pan American Health Organization (PAHO/WHO), in collaboration with the Iberoamerican Network of Health Promoting Universities (RIUPS) and the Universidad Católica del Norte of Chile, are pleased to announce the launching of the First Iberoamerican Contest on Good Health Promotion Practices in Universities and Higher Education Institutions.

The purpose of this contest is to provide incentives for universities to face both challenges and commitments made in the following events over time:

- As stated in the “Pamplona Declaration”, at the IV International Congress of Health Promoting Universities, University of Navarra, Spain, October 2009, the participating universities expressed their support in:
 - ✓ Achieving a strong commitment from the governing bodies of each university and continue their strategic planning to achieve the optimum development of a sustainable and socially responsible health promoting university.
 - ✓ Consolidating a participatory infrastructure for promoting health, social responsibility, sustainability, and creating multidisciplinary groups that integrate more qualified and sensitized staff.
 - ✓ Being abreast of emerging diseases and new lifestyles, as well as the latest regional, national and international guidelines related to prevention and health promotion, and the good practices on sustainability and social responsibility.
 - ✓ Developing an integrated health promoting university plan, that is sustainable and socially responsible, defining the needs, priorities and strategies to follow with their annual action programs.
 - ✓ Annually evaluating the programs activities to improve their performance, and publish the evaluation reports to seek greater transparency of the results.

- ✓ Incorporating into the university curricula the new knowledge and skills related to health promotion and disease prevention, as well as good practices in terms of sustainability and social responsibility.
 - ✓ Encouraging the development of research in areas of health promotion that generate social awareness, deepening and developing new methodologies and better suited strategies. Incorporate guidelines for action in these areas in other research projects across the board.
 - ✓ Generating dynamics for improved coordination, collaboration and participation among stakeholders through the work process, including representatives of the three traditional groups that make up the university community, as well as people from other related institutions and society in general.
 - ✓ Continuing to build-up synergies through networks and partnerships, among universities and other institutions at local, regional, national and international level, in promoting the dissemination of lessons learned.
- As stated in the “Costa de Rica Declaration”, at the V International Congress of Health Promoting Universities, University of Costa Rica, Costa Rica, in October 2011. The participating universities expressed their support in:
 - ✓ Recognizing cultural practices in health promotion settings, which stimulate principles, values, beliefs, attitudes, lifestyles and relationships linked to healthy choices.
 - ✓ Contributing with integrated health promotion strategies to influence on the social determinants of health, promote universal access to basic services, and improve the health of the public.
 - ✓ Creating opportunities for reflection and action to enable social groups in influencing the political agenda and advocating higher priority to health promotion at the national level.
 - ✓ Include health promotion contents across the university curricula.

Good Practices Concept and Health Promotion

Following UNESCO's operational definitions for the MOST program, a Good Practice includes any "initiative, policy or successful performance model that improves processes and outcomes. Broadly speaking, it must have at least the following characteristics:

- Innovative – developing new or creative alternatives
- Effective –demonstrating positive and visible results
- Sustainable – in terms of social, economic and environmental demands, and therefore providing lasting effects.
- Replicable - serving as models to develop policies, initiatives and actions in other places. "

Also, according to the Ottawa Charter, "health promotion the process of enabling people to increase control over their health and its determinants. To reach a state of complete physical, mental and social wellbeing, an individual or group must be able to identify and realize his/her aspirations, to satisfy needs and to change or cope with the environment. Thus, health is perceived, not the objective, but as the source of wealth of everyday life. It is therefore a positive concept emphasizing social and personal resources as well as physical abilities. Consequently, since the concept of health as well transcends the idea of healthy lifestyles, health promotion is not unique to the health sector.

Health Promoting Universities Concept

According to the May edition of the Bulletin RIUPS, the concept of Health Promoting Universities "maintains an active process of conceptualization and redefinition." The concept of Health Promoting Universities refers to higher education institutions that have developed an organizational culture, guided by the values and principles associated with the global movement of Health Promotion and supporting and sustaining institution-based health promotion policies. Health Promotion actions include the following components:

- Development of regulations and institutional policies to promote supportive environments for health;
- Professional development in health promotion and health education and other forms of training to the university community;
- Development of research and evaluation in health promotion;
- Development of health educational, health literacy and health communication;
- Provision of preventive and health care services;
- Options for developing skills, leadership and health advocacy among the members of the university community;
- Development of family and community outreach actions; and
- Other institutional and social health promotion activities related to the Social Determinants of Health, which contribute to health, social change, welfare and quality of life of the university community and the external environment (Arroyo, 2009).

Good Health Promotion Practices in the context of Higher Education

A good practice in health promotion in higher education refers to "an experience that is systematically planned and yields positive results in the field of health promotion in higher education communities."

Effective health promotion programs usually include some of the following.

- a. Based on theoretical frameworks in improving wellbeing and quality of life, and providing opportunities for learning and population development. The theories proposed are:
 - i. Political Theories for participatory community development
 - ii. Community-based theories of social support and networking
 - iii. Cognitive development theories
 - iv. Behavior change theories
 - v. PRECEDE-PROCEDE model
- b. Public declaration of the institution stating commitment to health promotion by developing health promotion policies, and strategic objectives and plans.
- c. Management process to facilitate short and long term planning and evaluation of results for continuous improvement.
- d. Availability of human resources, infrastructure and financial resources to allow for the implementation of health promotion policies, plans and programs.
- e. Multidisciplinary team addressing the work plans and monitoring of policies and / or health promotion programs.
- f. Involvement and empowerment of all members of the higher education community: executives, clerks, faculty, students, families and their environment.
- g. Introduction of health promotion into the university curricula.
- h. Multifactorial approach to address the determinants of health, and not focus only on healthy lifestyles.
- i. Implementation strategies involving partners from different sectors including public - Ministries of Health, Education, youth institutes, etc.- and private.

1. Objectives

- Identify good health promotion practices in higher education settings.
- Acknowledge good practices by health promoting universities.
- Strengthen networking of higher education institutions at the country level.
- Promote the exchange of best practices among health promoting universities of higher education institutions of the countries.

2. Who can participate?

This contest is open to all higher education institutions in the countries of the Americas, Spain and Portugal; public and private; technical, professional, military and faith-based; rural and urban, with experience in promoting health, or in implementing the Health Promoting Universities strategy.

The main requirement for inclusion in the competition is that good practice be implemented for at least 6 months.

3. Registration process

All higher education institutions and university networks wishing to participate in this contest must register by completing the registration form available at PAHO's website www.paho.org/saludyuniversidades

Registration will remain open through midnight Thursday, January 31, 2013.

4. Contest Categories

Each participating college or university network will be allowed to compete in a single category. An exclusive category was created for health promoting universities networks. Therefore, individual universities will have three categories to choose. In this case, you may want to register for the category that provides a better fit for the organization's experience. The categories may vary in future editions of this contest. Following, are the four categories selected for this first edition:

1. Interventions on healthy lifestyles (nutrition, alcohol, physical activity, injury prevention, snuff, sexual health, addictions, etc..)
2. Creating healthy environments in the university premises, including the university campus
3. Community outreach interventions
4. Conformación de Redes nacionales, provinciales o locales de Universidades Promotoras de Salud
5. Creating or working through national, provincial or local Health Promoting Universities Networks.

5. Evaluation and Announcement of Winners

Selecting winning experiences at national level

Once the call for registration has been closed, the Catholic University of Chile will send national jurors the participating experiences from their country to proceed with the review and evaluation process following some standardized evaluation criteria.

To the extent possible, national juries will be made up of representatives from different sectors, convened by the PAHO/WHO country office, in coordination with the Ministry of Health and Ministry of Education.

Although countries have the option to give as many rewards as they think appropriate, only one experience will be selected in each category to compete in the International competition.

All decisions by the National Juries will be taken as final. No appeals will be accepted.

Selecting winning experiences at international level

The members of the International Jury, convened by the Regional Office of PAHO / WHO in Washington, will determine the winners in each category. This Jury will be formed by a group of international experts in each of the contest categories.

Also, the international jury will be tasked with selecting the best experience implemented under the Health promoting universities network category.

The International Jury will send the winning experiences in each category to the Universidad Católica del Norte de Chile for registration purposes. Then, final results will be delivered to PAHO/Washington for approval and publication.

All decisions by the International Juries will be taken as final. No appeals will be accepted.

Publication of results

Contest results will be made public through the following PAHO website: www.paho.org/healthyuniversities and other media channels.

The list of awardees will be announced as part of the activities planned in the [VI Ibero-American Congress of Health Promoting Universities](#), to be held in Puerto Rico, from 19 to 21 March 2013.

6. Prizes

National prizes

- Each winning experience from each category will receive a recognition Diploma accredited by PAHO/WHO, the Ministry of Health and the Ministry of Education.
- Each country will decide on the number of experiences to be awarded.

International Awards

The International Jury will determine the winning experience in each of the four (4) competing categories of the Iberoamerican Practice for the Promotion of Health in Universities and Institutions of Higher Education. The winners will receive the following awards:

- A certificate awarded by PAHO/WHO.
- A commemorative plate signed by the Director of PAHO/WHO.
- All experiences awarded at the international competition will be documented and shared through PAHO website and media channels.

9. Where can I get additional information?

For more information on the Iberoamerican Contest on Good Health Promotion Practices in Universities, please check for regular updates posted at PAHO's website: www.paho.org/healthyuniversities

You can also contact the Area of Sustainable Development and Environmental Health of the Pan American Health Organization (PAHO / WHO) in Washington DC, by sending an e-mail to to Mrs. Pilar Vidal, at: gshs@paho.org