

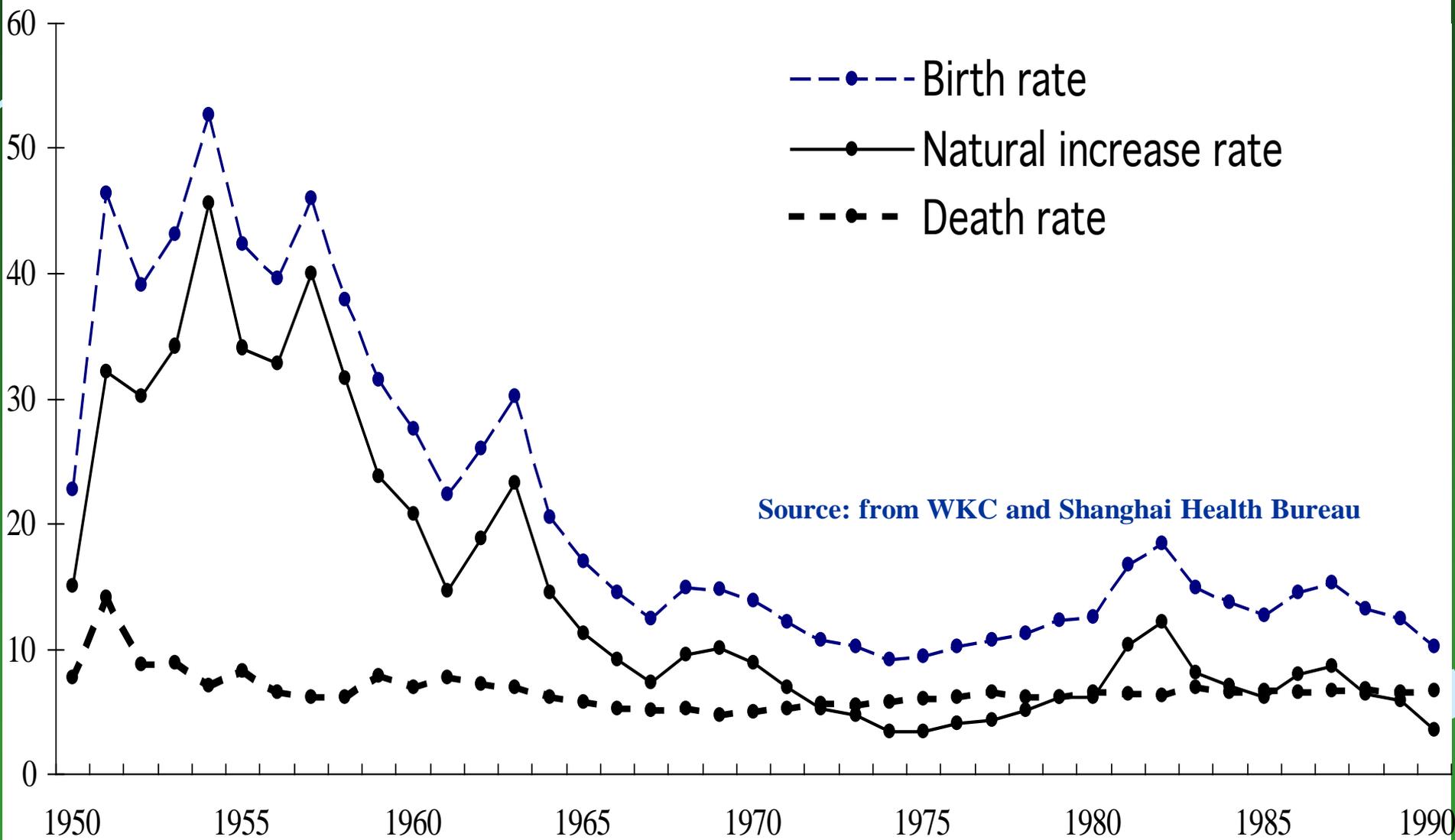


Development of Health Promotion Foundation

Prolead Shanghai Group



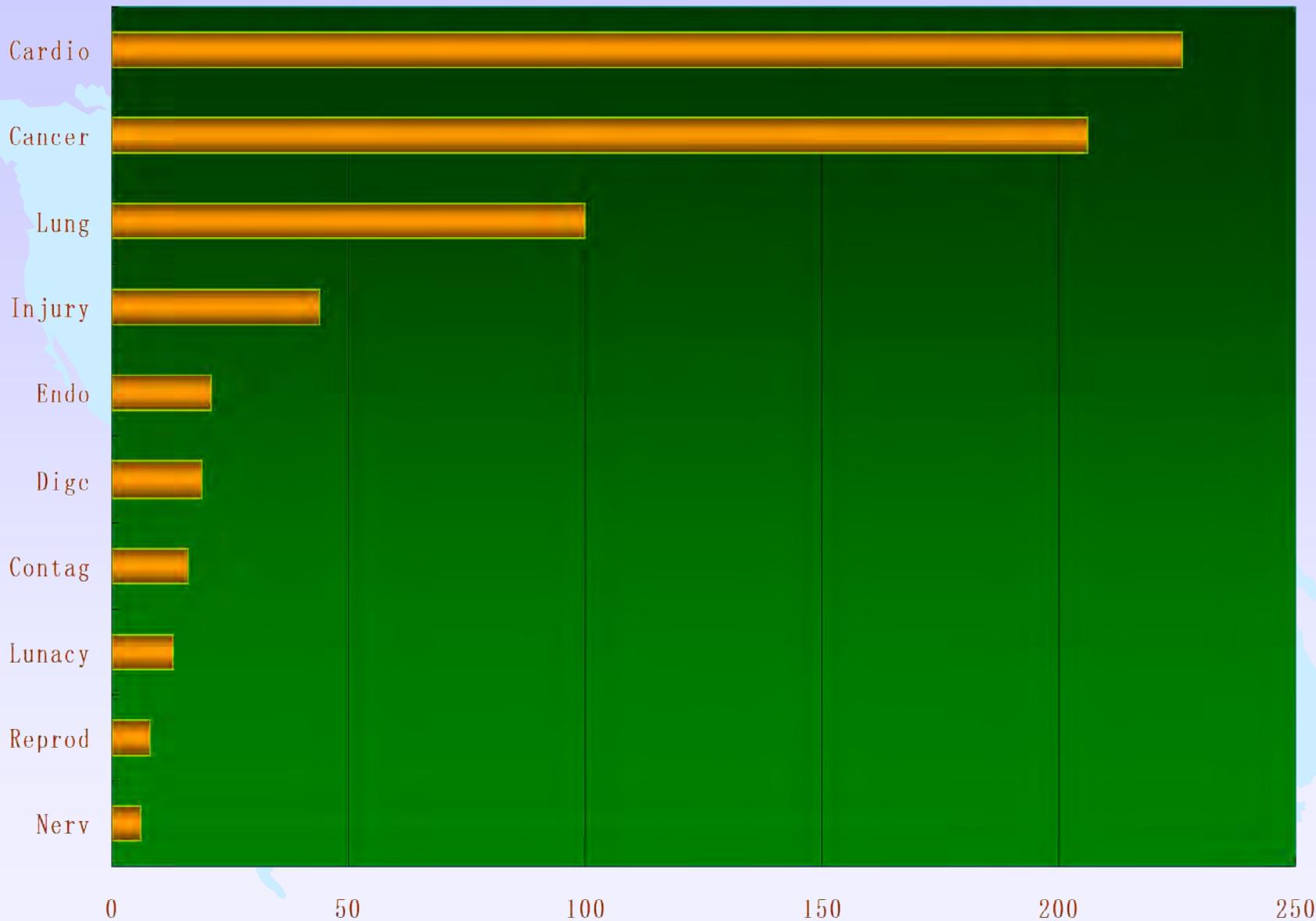
Figure 1. Rate of demographic change in the population of Shanghai, 1950-1990.



Source: from WKC and Shanghai Health Bureau



Mortality of ten leading causes of death in Shanghai 2001



Health Promotion Programs

Shanghai Healthy City Program

- ❖ Healthy Environment, Healthy Community, Healthy Family through setting approaches



Shanghai Group

Project Purpose

**To explore feasibility of setting up
a foundation of health promotion
in Shanghai, China**



A light blue world map is centered in the background of the slide. The text "Output of the project" is overlaid on the map in a bold, dark blue font with a black drop shadow.

Output of the project



Working group for preparation of the foundation

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



Experience from international and domestic organizations through literature review

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



Preparation of the regulation

A regulation of the Shanghai Foundation of Health Promotion has been prepared. It includes:

- 1. General principles: characteristics, tenet, basic money donated, working arrangement**
- 2. Conditions of establishing the foundation: following regulations of foundation management issued by China State Council**



Preparation of the regulation

3. Registration procedures
4. Organization structure: foundation board, functions and responsibilities, monitoring and audit committee and its functions.
5. Operation of the foundation: procedures of donation, use and management.



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Impact of the Prolead activities on health promotion



Lobbying to governmental departments

- **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



Network of the NGOs partnership of the foundation

- **Cancer Club**
- **Association of smoking and health**
- **Association of health education**
- **Association of STD and AIDS**
- **Club of citizen's health volunteers**



Professional supportive partnership

- **Shanghai CDC**
- **Hospitals**
- **Community health centers**
- **School of Public Health, Fudan University**



Potential resources for the foundations



- **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**
- **Negotiation with some potential resources are ongoing.**



Some problems met

- **At least 4 millions yuan (US\$ 500,000) as basic fund (only 1 millions yuan available)**
- **Official not allowed as artificial person for a foundation (Shanghai Institute of Health education is a governmental agency)**
- **Relationship with governmental role (governments are too strong to open market for fund resources)**



Next step

- ❖ **Continue lobbying government and potential donors**
- ❖ **Influence of Thaihealth through exchange program**



Thanks



2010-6-10

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