

## About HPA

With the ultimate goal of “Health for All” proposed by the World Health Organization of the United Nations, Health Promotion Administration (HPA) plans and facilitates reproductive health, maternal and child health, child and adolescent health, middle-aged and elderly health, prevention of health hazards from tobacco and betel nut, as well as preventing main non-communicable diseases such as cancer, cardiovascular diseases and so on. Moreover, HPA is in charge of health promotion activities such as citizen health monitoring, research and development as well as special health issues. It works with local departments of health, public health bureaus and medical institutes at all levels, as well as mobilizing civil organizations to implement health policies and create a healthy and quality environment for all citizens.

---



# Healthy Birth and Growth

## A beautiful chapter of life

HPA takes into consideration the specificities of each group while integrating resources to build a comprehensive healthcare service system, in order to create a supportive environment that focuses on health and safety. To ensure reproductive health, HPA takes care of pregnant women with prenatal care and checkups; subsidies for assisted reproductive technology have been expanded. Detailed genetic exams are provided together with complete reproductive health management regulations and systems. Emphasis has been placed on the well-rounded physical and mental development for infants, children and adolescents by including eye care, tobacco hazards prevention and sexual health education to continuously strengthen the overall care system for providing a healthy and safe growing environment.



# 3

## Healthy Living Elegant daily tempo

Non-communicable diseases account for nearly 80% of deaths in Taiwan. Considering that smoking, lack of physical activity and an unhealthy diet are all common risk factors for non-communicable diseases, HPA proactively facilitates cooperation among government agencies and professional fields to effectively maintain and enhance the level of fitness of its citizens. Betel nut has been classified as a group 1 carcinogen by the International Agency for Research on Cancer (IARC). In view of that, HPA also works with civil society on preventing health hazards of tobacco products and betel nut, promoting physical fitness, healthy diet, obesity prevention, accident and injury prevention, and strengthening health education and health communication. These public policies were promoted through multiple channels.





## Healthy Environment

### Friendly and livable environment

To more fully care for the health of its citizens, HPA provides guidance on the integration of health values into various venues, formulates public health policies for cities and communities as well as health policies for schools to incorporate health proficiency into the learning and life on campus. HPA works with employers, employees and society to promote health and well-being in the workplace. Health promotion services are continuously improved based on *Implementing Health Promotion in Hospitals: Manual and Self-Assessment Forms* published by the WHO. Hospitals, medical or health service organizations are encouraged to adopt health promotion while taking action against climate change.





# Healthy Aging

## New stage of happy aging

HPA actively liaises with civil organizations and builds partnerships in each community to promote elderly health in line with the characteristics and needs of the local elderly, including aspects of healthy diet, exercise, fall prevention, medication safety, chronic disease prevention, health screening and blood pressure measurement and so on. HPA also formulates health-oriented public policies to develop age-friendly cities with improved systems and infrastructure, creating a healthy environment that allows the elderly to do more than receiving care but to enjoy an independent and self-reliant lifestyle with community activities.





# Non-communicable Disease Prevention

## Inquiry into chronic disease prevention

To prevent cancer and premature death due to chronic diseases, on top of providing health screening for early detection, HPA works with local governments and civil organizations in communities to arrange health education campaigns on the prevention of hypertension, hyperlipidemia and hyperglycemia, as well as metabolic syndromes. HPA organizes events on world days for strengthened health communication, helping those with chronic diseases access decent care from a multi-disciplinary medical care team. Personalized and precise cancer prevention and health services have been developed with strengthened health literacy for citizens and cancer prevention personnel, applying data and evidence for more effective cancer prevention. This allows for a sustainable cancer prevention and control system as well as creating a supportive environment for health.



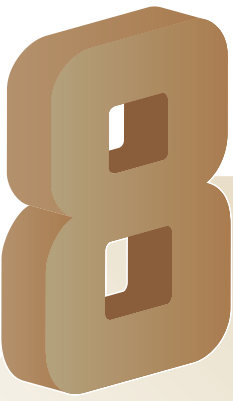


## **Peculiar Groups**

### **Trajectory of warm caring**

HPA follows the concept of "health equity" proposed by the WHO to target groups of different genders, ethnicities, incomes and physical and mental disabilities by adopting different counter measures and coping models based on the three aspects health promotion, health protection and disease prevention to bridge the health gap between different groups. This includes promoting women's health, organizing growth camps focusing on menopause with local organizations, building a complete medical service network for rare diseases, improving maternity care for pregnant new immigrants with prenatal checkup subsidies, continuing to provide care for Yu Cheng patients and enhancing health services for the indigenous population, with the aim of achieving the health equity based on thoughtful care.





# Health Promotion Infrastructure

## Communication, promotion, exchanges, and collaboration

HPA actively collects health-related information in order to improve citizens' awareness of tobacco hazards, cancer and other chronic diseases prevention and control, as well as to promote maternal and child health, healthy diet, nutrition and healthy lifestyles. These surveillance surveys are conducted for health promotion and non-communicable diseases prevention for population at all stages of the lifespan. With regularly and systematically implementation of health surveys, data are collected used as reference for life-course health promotion policy making. HPA also makes the most of all communication channels by adopting focus communication strategies to increase the accessibility to health information, preventive healthcare and healthcare services. This improves the health and health literacy of the population while sharing the achievements of health promotion with the international community. With the ultimate goal of realizing the vision of the global village through media, the Internet and international exchange and cooperation.

