



【Program】

Tuesday, March 29, 2005

08:00-09:00	Registration	Room 102, 1F
09:00-09:20	Opening Ceremony	Room 102, 1F
	Why Change is in the Air! Future Directions for Tobacco Control Chair : Dr. Shio Jean Lin Director-General, Bureau of Health Promotion, Department of Health, Taiwan.	Room 102, 1F
09:20-10:10	Speaker : Dr. Harley J. Stanton Health Promotion Adviser- Tobacco and Alcohol, Secretariat of the Pacific Community, Noumea, New Caledonia	
10:10-10:30	Tea Break (Press Conference Directed by Dr. Shio Jean Lin g, Director-General, Bureau of Health Promotion, Department of Health, Taiwan. and Dr. Shio Jean Lin, Director-General, Bureau of Health Promotion, Department of health)	Room 103, 1F
	Global Tobacco Surveillance System Chair : Dr. Shio Jean Lin Director-General, Bureau of Health Promotion, Department of Health, Taiwan.	Room 102, 1F
10:30-11:15	Speaker : Dr. Wick Warren Distinguished Fellow, Office on Smoking and Health, CDC, USA	
	Health Promotion in Japan Chair : Dr. Chun-Chyang Hsu President, Taiwan Health Promotion and Education Association	Room 102, 1F
11:20-12:00	Speaker : Prof. Hiroyuki Teruya Professor and Head of the Health and Physical Educational Department, Fukuoka University, Japan	
12:00-14:00	Lunch	Banquet Hall, 3F
	Session A— Linking Data to Tobacco Control Programs— Setting Goals and Objectives (part I) Chair : Dr. Kun-Yu Chao Deputy Director-General, Bureau of Health Promotion, Department of Health, Taiwan.	Room 102, 1F
14:00-15:30	Speaker : Dr. Wick Warren Distinguished Fellow, Office on Smoking and Health, CDC, USA	
	Session B— Health Promotion Practice I : Evolution of Health Culture Under the Point of Health Promotion (part I) Chair : Prof. Huey-Mei Jeng Secretary General, Taiwan Health Promotion and Education Association	Room 103, 1F
14:00-14:25	Subject I : Evolution of Health Culture Under the Point of Health Promotion in Japan Speaker : Prof. Toshiyuki Takizawa Professor, Department of Public Health, Faculty of Education, Ibaraki University, Japan	



Tuesday, March 29, 2005

15:30-15:50

Tea Break

Gallery, 1F

Session A—Linking Data to Tobacco Control Programs— Setting Goals and Objectives (part II)

Chair : Dr. Kun-Yu Chao

Room 102, 1F

Deputy Director-General, Bureau of Health Promotion, Department of Health, Taiwan.

15:50-16:15 Speaker : Dr. Wick Warren

Distinguished Fellow, Office on Smoking and Health, CDC, USA

16:15-16:35 Report I : 2004 Taiwan Global Youth Tobacco Survey

Reporter : Prof. Ping-Ling Chen

Associate Professor, Taipei Medical University, Taiwan

16:35-17:00 Discussion

Session B—Health Promotion Practice I : Evolution of Health Culture Under the Point of Health Promotion (part II)

Chair : Prof. Huey-Mei Jeng

Room 103, 1F

Secretary General, Taiwan Health Promotion and Education Association

15:50-16:05 Case Report

Report I : Read the Health Culture of Taiwan from Daily Life - Diet

Reporter : Prof. Guey-Yun Liu

Associate Professor, Dept. of Health Education, National Taiwan Normal University, Taiwan

16:05-16:20 Report II : Read the Health Culture of Taiwan from Daily Life - Habit

Reporter : Dr. Fu-Mei Su

Lecturer, Dept. of Health Education, National Taiwan Normal University, Taiwan

16:20-16:35 Report III : Read the Health Culture of Taiwan from Daily Life - Sport

Reporter : Dr. Deng-Yau Shy

Lecturer, Dept. of Physical Education, National Taiwan Normal University, Taiwan

16:35-17:00 Discussion



International Conference on Health Promotion & Tobacco Control
健康促進與菸害防制國際研討會

Wednesday, March 30, 2005

Session A—Tobacco Control and Media /Advertising (Part I)

Chair : Prof. Ying-Ying Tsai

Associate Professor, Department of Communication Studies, Tzu Chi University, Taiwan

Room 102, 1F

09:00-10:30

Speaker : Dr. Oona Powell

Senior Health Communication Specialist, Office on Smoking and Health, CDC, USA

Session B—Health Promotion Practice II : Building Partnership and Citizen Participation (Part I)

Chair : Prof. Song-Yuan Huang

Professor, Dept. of Health Education, National Taiwan Normal University & President, National School Health Association Republic of China

Room 103, 1F

09:00-09:25

Subject III : Building Partnership and Citizen Participation in Japan

Speaker : Dr. Tomoyuki Matsuno

Chief, Division of Health Promotion, Miyako Health and Welfare Center, Okinawa

09:25-09:45

Subject IV : Building Partnership and Citizen Participation in Taiwan

Speaker : Prof. I-Chuan Li

Associate Professor, Institute of Community Health Nursing, National Yang-Ming University

09:45-10:30

Discussion

10:30-10:50

Tea Break

1F Gallery

Session A—Tobacco Control and Media /Advertising (Part II)

Chair : Prof. Ying-Ying Tsai

Associate Professor, Department of Communication Studies, Tzu Chi University, Taiwan

Room 102, 1F

10:50-11:25

Speaker : Dr. Oona Powell

Senior Health Communication Specialist, Office on Smoking and Health, CDC, USA

11:15-11:35

Report II : Current Condition and Strategy of the Use of Media in Taiwan's Tobacco Control

Reporter : Dr. Liang-Wen Kuo, Ph. D

Professor & Director, Graduate Institute of Communication Studies, National Chiao Tung University

11:35-12:00

Discussion

Session B—Health Promotion Practice II : Building Partnership and Citizen Participation (Part II)

Chair : Prof. Gwo-Liang Yeh

Professor, Dept. of Health Education, National Taiwan Normal University

Room 103, 1F

10:50-11:15

Report IV : The Community's View point

Reporter : Dr. Te-Jen Hung

Secretary General, Community Empowering Society, Taiwan

11:15-11:30

Report V : The School's View point

Reporter : Ms. Hui Miao Hsieh

R.N., Cheng-Te Elementary School

11:30-11:45

Report VI : The Hospital's View point

Reporter : Ms. Li-Hsueh Chen

Supervisor, Zhongxiao Branch, Taipei City Hospital

11:45-12:00

Discussion

12:00-14:00

Lunch

3F Banquet Hall



Wednesday, March 30, 2005

Session A – Tobacco Control Measures – Asian-Pacific Experience

Chair : Dr. Song-Lih Huang

General Secretary, Taiwan International Medical Alliance

Room 102, 1F

14:00-14:30 Tobacco Tax and Thai Health Foundation –Thailand

Speaker : Prof. Prakrit Vathcsatogkit

Professor, Mahidol University, Thailand

14:30-14:50 Smoke-Free environments: policy and implication in Vietnam

Speaker : Dr. Hoang Anh

Deputy Director of Country Office, PATH Canada, Vietnam

14:50-15:20 Prevention and Control of Tobacco Use in the Republic of Palau

Speaker : Dr. Caleb Tyn. O. Otto

Senator, 7th Olbiil Era Kelulau (National Congress), Palua

15:20-15:50 Collaborative Partnerships in Tobacco Control-The Singapore Experience

Speaker : Ms Evelyn Lee

Executive, Health Promotion Board, Singapore

15:50-16:00 Discussion

Session B – Evaluation of Health Promotion Effectiveness

Chair : Prof. Shu-Ti Chiou

Assistant Professor, Department of Social Medicine, School of Medicine,
National Yang-Ming University

Room 103, 1F

14:00-15:30 Speaker : Dr. William W. Chen

Associate Dean for Research & Academic Affairs; Professor of Health Education &
Behavior, College of Health and Human Performance, University of Florida, USA

15:30-16:00 Discussion