



2010 International Health Promotion Awards

The International Health Promotion Awards Symposium recognizes and promotes innovative programs that significantly improve health around the world. This innovative program was established by two leaders in health care innovation, URAC and the Global Knowledge Exchange Network on Health (GKEN), to find, promote and share real solutions that can be replicated worldwide and put into action immediately. By bringing successful programs to wider attention, the International Health Promotion Awards will empower organizations around the world to take action and save lives. In its inaugural year, the program received more than 190 organization profiles and 90 completed nominations representing 46 countries across North and South America, Europe, Asia and Africa.

The inaugural awards symposium was held in Rome, Italy on December 6-7, 2010. The winning programs were chosen by a panel of expert judges comprised of health care professionals and policymakers from around the world. Finalists were evaluated from their online submissions and presented their programs during the Symposium. Final awards were given in two categories:

International Community Health Awards

These awards honor organizations whose ideas in health promotion and disease prevention have made significant contributions to improving individuals' lives and well being in local communities. To help continue these efforts, the chosen programs will also receive a \$5,000 award. The winners were:

Basic Health International, United States – Cervical Cancer Prevention in El Salvador. Basic Health International has been working with the Salvadoran Ministry of Health since 2005 to improve national cervical cancer screening programs through advocacy, research, direct patient care and medical training. A major component of the program includes training rural health care providers in visual inspection with acetic acid screening and cryotherapy treatment. These are simple, low-cost modalities that are suitable even when electricity and running water are unavailable.

Burgland Charity, Namibia – Naankuse Lifeline Clinic. This 100% voluntarily funded clinic exists to help marginalized local people by providing accessible, affordable primary health care to those living in the remote area of Epukiro in eastern Namibia. The tribes' people live in extreme poverty and have little or no access to simple primary health care in this region. The health needs of the people in this area vary from mild coughs and colds to much more serious diseases or conditions such as HIV and tuberculosis.

Centene Corporation, United States – Start Smart for Your Baby. This comprehensive, perinatal program is designed to produce healthier pregnancies and first years of life for members in Centene's managed care Medicaid plans. It targets pregnant members and their physicians, with the goals of improving prenatal care, reducing premature and low birth weight deliveries and decreasing health care expenditures for sick infants through intensive interventions that have a high impact in a short period of time.

International Workplace Health Awards

These awards honor health promotion programs that optimize and maintain overall health and mitigate disease risk in the workplace. The winners were:

IBM Integrated Health Services, United States – Global Health Promotion Framework. This health promotion program pairs a centralized strategy with flexible program prioritization and implementation at the regional and local levels. The framework focuses on four areas: (1) monitoring population health status and risk; (2) creating healthy workplaces that drive healthy behaviors; (3) designing comprehensive health care plan support for preventive care; and (4) implementing strategic behavior change programs.

Intel Corporation, United States – Health for Life. This wellness program is designed to inspire and motivate employees to take action toward achieving optimal health and quality of life. The program aims to impact health status and contributes to lowering health care costs and improving productivity. It includes three major components: (1) onsite health services; (2) comprehensive medical benefits; and (3) onsite wellness programs. The guiding principles used to maximize success of the program are convenience, communication and quality.

MOL Group, Hungary – STEP: Take a Step for Your Health. The objective of this workplace health promotion program is to create an adequate company health culture that encompasses health promotion traditions, and improves the overall health condition of employees, with special attention to select target groups. It supports the development of prerequisites for health-promoting employee behavior, personal management and a commitment to health. The main focuses are screenings and movement-based activities.

For more information on the IHPA Symposium, go to www.aihpa.org.