CONCLUSION

Health promotion provides an important framework for addressing health and social issues in a democratic fashion and providing a supportive environment to achieve health equity and social justice. Health promotion strategies incorporate geographic and sociological realities, administrative and cultural traditions, prevailing political and economic situations, and widely varying levels of technology. Health promotion, therefore, enables policy leaders to address local issues that build on the capacity of the community. At the same time, local health promotion initiatives can draw on, learn from, and contribute to national and international health promotion experience.

Essential to health promotion is monitoring and evaluation—the imperative for good evaluation and evidence cuts across sectors, programs and countries—which must therefore be supported. The recommendations presented in this document describe ways in which political leaders can provide coherent and systematic support for health promotion and health promotion evaluation. While resources will be required to disseminate and utilize health promotion evaluation results, facilitating the creation of interest networks to share results and experience, and implement all the recommendations in this document can encourage the utilization of health promotion results. The countries of the Americas have made important strides in these areas; strong leadership will continue to yield dividends for sustainable development.

To support the monitoring and evaluation of health promotion initiatives, [as mandated in the key agreements of Member States in the Mexico Declaration for Health Promotion (2000); and the Health Promotion in the Americas, Resolution CD43.R11 (see annexes)], the Pan American Health Organization (PAHO) through its Working Group
on Healthy Municipalities and Communities (HMC) Evaluation\(^3\) has compiled a collection of Region-appropriate recommendations on evaluation processes and tools entitled *Participatory Evaluation for Healthy Municipalities: A Practical Resource Kit*. The HMC strategy is a practical way of applying health promotion principals at the local level, and is being strengthened by the *PAHO’s Mayors’ Guide for Promoting Quality of Life*. The evaluation guidelines are based on the key areas agreed on by the Evaluation Group (1999) and the Antigua Principles (see annex). Although the main focus of the Resource Kit is on evaluating Healthy Municipalities Cities, and Communities in the Americas, the guidance provided could also be used to evaluate other local development initiatives that share similar health promotion values and strategies.

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\(^3\) In early 2001 as a follow-up to a number of initiatives, The Group agreed that specific evaluation tools, frameworks and evidence of effectiveness were needed to support the Healthy Municipalities Movement in Latin American and Caribbean countries. The establishment of the group has provided an opportunity and platform to discuss these matters, compile and develop the necessary resources, as well as document and disseminate stories from the field.
INTERNET RESOURCES
TOOLS, RESOURCES, INFORMATION, SUPPORT, GOOD EXAMPLES

Pan American Health Organization:
See www.paho.org
Follow the “Health Promotion” link to more information on Healthy Municipalities. Searching for “monitoring” and/or “evaluation” produces a variety of documents of possible interest.

The PAHO Brazilian website has links to several health promotion sites:
See www.opas.org.br/promocao

The PAHO Colombian website has links to several healthy municipalities sites:
See www.col.ops-oms.org/Municipios/

The PAHO/WHO Carmen Initiative is a non-communicable disease intervention programme complimentary to healthy municipalities concepts and processes:
See www.paho.org/english/hcp/hcn/hncarmen_1.htm

Mexico Municipalities for Health:
See www.municipio-saludable.gob.mx

World Health Organization:
See www.who.int/hpr
WHO link to health promotion issues and research provides a variety of information and resources.

Follow the previous link to the Global Programme on Health Promotion Effectiveness:
See www.who.int/hpr/ncp/index.shtml

The European Office of WHO has a healthy cities link providing a variety of information and resources, including documents and links for health impact assessment, a tool for assessing the effects of plans and policies of different sectors on health:
See www.who.dk/healthy-cities/UrbanHealthTopics/20020116_2

United Nations Development Programme Evaluation Office:
See www.undp.org/eom
Includes samples and formats for selected monitoring and evaluation tools as well as more in-depth guidance through publications such as Guidelines for Outcome Evaluators and Evaluation Capacity Development.
The World Bank Operations Evaluation Department:

See [www.worldbank.org/oed](http://www.worldbank.org/oed)
Follow the links to such topics as “Building Evaluation Capacity” and “Designing Project Monitoring and Evaluation.”

The World Bank also provides material on poverty programme impact evaluation.


The University of Kansas, Community Tool Box.

See [http://ctb.ku.edu](http://ctb.ku.edu)

Indiana Healthy Cities and Communities Network.

See [www.iupui.edu/~citynet/cnet.html](http://www.iupui.edu/~citynet/cnet.html)

California Healthy Cities and Communities Network.

See [www.civicpartnerships.org](http://www.civicpartnerships.org)

Centre for Health Promotion, University of Toronto:

See [www.utoronto.ca/chp](http://www.utoronto.ca/chp)
Includes links to publications and evaluation resources, including information on health promotion best practices.

Ontario Healthy Communities Coalition:

See [www.healthycommunities.on.ca](http://www.healthycommunities.on.ca)
Information on healthy communities in Ontario, Canada plus links to evaluation resources.

Sustainable Communities Network:

See [www.sustainable.org](http://www.sustainable.org)
A United States of America network of communities, including information and resources on community sustainable development, indicators and evaluation.

Centro para la Evaluación de Políticas y Tecnología en la Salud Pública (CEDETES):

See [www.cedetes.org](http://www.cedetes.org)
Includes information on the processes evaluation methodology and outcomes of the healthy municipalities and communities initiatives, and information on the evaluation of the effectiveness of health promotion.

Centro de Estudos, Pesquisa e Documentação em Cidades e Municípios Saudáveis:

See [www.cidadessaudaveis.org.br](http://www.cidadessaudaveis.org.br)

All of the websites above, include links to a host of other organizations.