

The health promotion and education programme in the Eastern Mediterranean Region provides technical support to Member States to enhance national capacity; develop effective health promotion and education programmes and policies; identify creative sources of financing for health promotion and education interventions; and generate evidence of efficiency and efficacy of programmes and policies.

It achieves these objectives by:

- promoting the establishment of a health promotion and education structure/function in ministries of health
- reinforcing core competencies in health promotion and education
- mainstreaming health education and promotion in health systems
- strengthening intra- and inter-governmental collaboration/coordination to address risk factors
- enhancing community engagement
- improving research in health promotion and education.

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