



## Seminar 1

Saturday, 7 December 2019 • 09:00 – 10:00 • Pao Yue Kong (G/F)

### Championing Advocacy – How Can We Extend Our Reach?



#### Professor Lam Tai Hing, BBS, JP

MD

*Sir Robert Kotewall Professor in Public Health*

*Chair Professor of Community Medicine, School of Public Health, The University of Hong Kong*

Professor TH Lam, MBBS 1975, MD 1978, was Head of Department of Community Medicine (2000-12), Director of School of Public Health (2009-13) of The University of Hong Kong, and President of Hong Kong College of Community Medicine (1997-2001). He has been an active researcher and advocate on tobacco control and public health for 30+ years and published 800+ international peer reviewed journal papers.

He was principal investigator of FAMILY: A Jockey Club Initiative for a Harmonious Society (HK\$250 million donation, 2007-2017) to promote FAMILY Health, Happiness and Harmony by collaborating with 700+ government units and NGOs, training 1000+ people, and organising family activities for 400,000+ participants. ([www.family.org.hk](http://www.family.org.hk)).

#### Advocacy to Extend our Reach against Non-communicable Diseases (NCD): from the Most Complex to the Simplest Interventions for Behavioral Changes

The UN 2011 political declaration highlighted 4 major NCD risk factors: tobacco use, unhealthy diet, physical inactivity and harmful use of alcohol. The most complex and successful advocacy, the WHO Framework Convention on Tobacco Control (FCTC), covers more than 90% of the world population. Our advocacy in Hong Kong is for a total ban of e-cigarettes and new tobacco products in 2019, and a total tobacco ban in 2030. Following FCTC, advocacy for a Framework Convention on Alcohol Control shows a little progress. In a Lancet commentary (April 2019), we advocate to drop the term "harmful use" from alcohol as there is no safe use of alcohol, and to unite for an FCAC. The obesity epidemic, expanding globally, is at an early stage. We advocate for a Framework Convention on Obesity Control.

We advocate for the simplest interventions for small behavioral changes as a "foot-in-the-door" strategy. In our community intervention programmes, we promote the simplest exercise, Zero Time Exercise (ZTEX). ZTEX is the integration of simple strength- and stamina-enhancing physical activity into daily life, and can be done anytime, anywhere and by anyone. We focus on reducing sugar intake especially from sugar sweetened beverages. For smoking cessation, we test brief AWARD (Ask, Warn, Advice, Refer, Do-it-again) interventions in different settings, and completed a trial on physician's very brief advice (about 30 seconds, 13671 smokers). Our trials have consistently shown good evidence of effectiveness (small to moderate effect size). Advocacy for simplest interventions should have great potentials to extend our reach.



#### Professor YEOH Eng Kiong

MBBS (HK), FHKAM, FHKCCM, FHKCP, FFFPHM (UK), FRCP (Edin), FRCP (Lond), FRCPS (Glasg), FRACMA, FRACP

*Director, JC School of Public Health and Primary Care*

*Head, Division of health System, Policy and Management*

*Faculty of Medicine, The Chinese University of hong Kong*

Professor EK Yeoh is Professor of Public Health, Director at the JC School of Public Health and Primary Care of The Chinese University of Hong Kong and also Head of Division of Health System, Policy and Management at the JC School of Public Health and Primary Care. His research is in health systems, services and policy with an interest in applying systems thinking in studying how the complex components of health systems interact and interrelate to improve health. He is a member of the Research Council of Our Hong Kong Foundation.

Professor Yeoh was Secretary for Health, Welfare and Food of the HKSAR Government 1999 - 2004. He was the head and first Chief Executive of the Hong Kong Hospital Authority 1990 - 1999. He was awarded JP, OBE and GBS.

#### Population Health: Nested in the Community of Persons at the District

Health in human societies at both individual and population levels is defined by cultural, social and economic factors. In enhancing our understanding of these determinants of health, models of population health have recognised the need to study the dynamic inter-relationships of these determinants and the interplay between pre-natal, early and late life influences over a life course of their effect on health. Populations are nested in the community of persons which interconnect with provincial, national and global populations. The paper will discuss innovative approaches to population health defined by the community of persons and the insights for the policy initiative for a district health system for 2019 to 2022.



#### Dr. Roger MK NG

FHKAM (Psychiatry), FHKCPsych, FRCPsych (UK)

*Chief of Service and Consultant, Department of Psychiatry, Kowloon Hospital, Hong Kong*

Dr. Roger MK Ng is the Chief of Department of Psychiatry, Kowloon Hospital, Hong Kong. At a territory-wide level, he is also the Chair of the Central Coordinating Committee (Psychiatry) under Hospital Authority of Hong Kong, which is the central body in advising the Head Office of Hospital Authority in the strategic development, implementation and evaluation of mental health services in Hong Kong. Besides, he is also the President of the Hong Kong College of Psychiatrists. At a global level, he is the Secretary for Education, World Psychiatric Association which is a global association representing 140 countries with 250,000 psychiatrists. He is currently promoting training and education to all stakeholders of mental health - service users, caregivers, medical students, mental health professionals, primary care doctors, psychiatric trainees and psychiatrists.

#### Recovery-based Practice in Mental Health Services in Hong Kong

Although mental health service has put much emphasis on evidence-based care, increasing number of service users (a preferred name to 'patients') has been requesting for services that are service user-orientated (or recovery-oriented). Recovery-based practice is about involving patients (also known as service users) and caregivers in the design, implementation, delivery and evaluation of health services that the service users are and will be receiving. Recovery-based practice has been adopted in many Western countries since 1980s and is steadily evolving. Although the evidence about its effectiveness in enhancing mental health is slowly accumulating, this is widely and rapidly adopted in many Western countries due to its face validity, acceptability by service users and consistency with Western values of autonomy, freedom of choice, and partnership. Hong Kong has been adopting recovery-based practice principles in various areas of mental health services since 2010. This presentation will discuss how such practice is implemented and adapted culturally in Hong Kong and the current challenges faced.