



衛生防護中心
Centre for Health Protection

Risk Communication Advisory Group (RCAG)

Centre for Health Protection Strategic Plan 2010 – 2014

Purpose

This paper sets out the strategic plan of the Centre for Health Protection (CHP) for 2010 – 2014.

Background

2. The CHP Strategic Plan 2010 – 2014 is the third of its kind since the establishment of CHP in 2004 as a public health agency under the Department of Health. The previous two plans, i.e. CHP Objectives and Strategies for 2004 – 2006 and CHP Strategic Plan on Prevention and Control of Communicable Diseases 2007 – 2009, were based on the “3R” strategic directions of **real-time surveillance**, **rapid intervention** and **responsive risk communication**, which guided the development of CHP through the first six years of its operation. The new strategic plan highlights the priorities and key programmes of CHP for the next five years, reflecting the aim of the CHP to consolidate and build on the progress made.

The next five years

3. In tackling various public health threats and responding to infectious disease outbreaks, the CHP has focused its efforts on disease prevention and control, laboratory diagnosis and surveillance, emergency preparedness and planning, health promotion and risk communication, as well as training and research. Moving ahead with the new strategic plan, the CHP will further enhance the disease surveillance system and implement various public health programmes to combat the threats posed by communicable diseases. Another strategic direction of CHP is the



promotion of healthy living in the community, which is central to the prevention and control of non-communicable diseases. The strategic plan also calls for forging collaborative partnerships with stakeholders and strengthening community engagement to help implement and mobilize support for CHP's programmes and initiatives.

The “3P” strategic directions

4. The strategic directions of CHP for 2010 – 2014 are summed up by “3P’s” – **protect** the health of the community, **promote** healthy living in the community, and **partner** with stakeholders. The CHP will work towards these three strategic directions by giving priority to the following:

- (I) Protect the health of the community -
 - (a) to enhance disease surveillance system and network;
 - (b) to refine pandemic preparedness;
 - (c) to reduce the burden of infectious diseases through vaccination programmes;
 - (d) to reduce the burden of healthcare associated infections; and
 - (e) to reduce the impact of HIV, STI and TB.

- (II) Promote healthy living in the community -
 - (a) to promote healthy lifestyles to reduce reliance on healthcare services in the long term;
 - (b) to consolidate and broaden health promotion campaigns; and
 - (c) to strengthen and update the information base to guide promotion of healthy living.

- (III) Partner with stakeholders -
 - (a) to forge partnerships with local, regional and international experts and health authorities; and
 - (b) to strengthen community engagement.

A copy of the CHP Strategic Plan 2010 – 2014 can be obtained at http://www.chp.gov.hk/files/pdf/chp_strategic_plan_2010-2014.pdf

5. Members are invited to comment on the strategic plan.

Centre for Health Protection
May 2010