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Press Release

National Centre for Health Promotion Website Launched today

Phnom Penh 25 August 2005 – The National Centre for Health Promotion (NCHP)'s Website was launched this morning at the Cambodiana Hotel, Phnom Penh. The website is a tangible output of the Health Behaviour Change Communication Project that is implemented by the Ministry of Health in partnership with UNICEF and co-funded by the European Commission.

The Website was launched by Excellency Professor Eng Huot, Secretary of State of the Ministry of Health, Dr. Lim Thaipheang, Director of NCHP, Mr. Winston Mc Colgan, Chargé d'Affaires a.i. of the Delegation of the European Commission to Cambodia, and Mr. Tomoo Huzumi of UNICEF.

At the opening ceremony, the NCHP Director Dr. Lim Thai Pheang expressed his strong hope that the NCHP Website will assist health practitioners in how to use information and technical skills in the implementation of "health behavior change through communication".

The Secretary of State of Ministry of Health Excellency Professor Eng Huot said: "Based on the reports and achievements we have attained so far, we strongly believe that the National Centre for Health Promotion will be sufficiently capable of effectively managing, leading and implementing the strategies, particularly the *behavior change through communication* project, which can meet the needs of the Ministry of Health,"

At the launching ceremony this morning, Mr. Winston Mc Colgan stated that he is optimistic that the NCHP Website www.nchp.gov.kh will soon become the main source of information for partners and stakeholders who work on issues related to health behaviour change communication. To achieve this, however, the website needs to be constantly updated, he underlined.

"The launch of the NCHP Website is an important milestone on the path to enable the National Centre for Health Promotion to become the focal point for health BCC in Cambodia. I am happy to confirm the European Commission's continued commitment and full support to the Centre and the Ministry. Together with support and expertise from UNICEF and other partners, we are convinced that this project will be a success," added Mr. Mc Colgan.

The total budget for the project, which is running from January 2005 to December 2009, is €5.7 million, (equivalent to almost \$7.3 million). The European Commission is contributing €5 million and UNICEF is contributing the additional €700,000.

The objective of the EC-UNICEF project is to strengthen the capacity of MoH staff workers in the delivery of effective health promotion and health education services, by improving their skills, attitudes and behaviour with clients. In this way, it is expected to result in a substantial improvement in the overall quality of health services, as well as greater awareness among the public of key health care practices, especially those affecting mothers and children.

Further information please calls 023 220 611 / 2 or e-mail: Delegation-Cambodia@cec.eu.int or Delegation-Cambodia@eu.europa.eu

About the European Commission: The European Commission is the executive arm of the European Union. Since the signing of the Paris Peace Accords in October 1991, the Commission has granted more than 478 million Euro in aid to Cambodia. This aid is additional to that granted bilaterally by individual EU Member States, and covers a broad range of sectors, such as humanitarian assistance, health, education, rural development, human resource development, the environment, mine clearance, democratisation and human rights.

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