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Editorial – Dr Ruth Cross

I am delighted to be writing my first editorial for the International Journal of Health Promotion and Education. I recently joined Dr Mark Forshaw as co-editor and look forward to working with Mark, and the rest of the editorial and publishing team, in taking the journal from strength to strength.

Welcome to the July 2016 edition. This year marks the 30<sup>th</sup> anniversary of the Ottawa Charter, viewed by many as the cornerstone of health promotion. Much has changed since the Ottawa Charter was written however, the core values and principles espoused it in remain constant and of paramount importance. They are as relevant as ever in addressing inequalities and inequities in health and tackling the social determinants of health on a local, national and global level. We are still faced with old challenges and also with new. In 1986 the world was just coming to terms with the implications of HIV/AIDS. We now see the impact that changing knowledge has had on the lives of the infected and affected however, HIV/AIDS remains a major public health issue and, importantly, there are significant differences in health outcomes for different people in different parts of the world due to a range of factors. Alongside familiar and emerging infectious diseases we have also seen a global rise in the incidence of non-communicable diseases and mental health disorder so the task to improve public health is greater than ever. Health promotion now also needs to concern itself with issues of climate change and sustainability which are becoming more and more urgent. We seek to promote this journal as a platform to disseminate high quality, relevant research papers that speak to what health promotion is about and which offer practical and policy solutions to the challenges that we face.

In this edition, a range of issues are presented. The first paper by Leung and Cheung examines attitudes towards disease prevention efforts through marketing strategies in Hong Kong. Prevention is a key part of health education and health promotion and understanding the means and methods of communicating health messages is more important than ever in the modern world. Two papers, by Hayman and Alkandrai respectively, look at the role of schools and colleges in promoting young people's health. All educational institutions, at whatever level, are valuable settings for health promotion across the globe offering huge opportunities to make a difference to the health and wellbeing of children and young adults. Smith et al. write about dental caries in Australian Aboriginal children, a hugely preventable condition indicative of persisting, but entirely avoidable, health inequalities. Finally, a paper from New Zealand by Came and Tudor focuses on health inequities, another major concern for health promotion. It points to the requirement for social justice which, in turn, emphasises health promotion as a social movement, as was conceived at its roots in the Ottawa Charter 30 years ago.

We hope you enjoy reading this edition and we welcome your comments on, and contributions, to the journal. If you would like to become a reviewer for the journal we would love to hear from you. Please do get in touch via email at: [editor@ihpe.org.uk](mailto:editor@ihpe.org.uk). Join us in championing health promotion and making a difference.