



Smart Health Education Healthy Huangpu Community



Huang Xiaopu:
Our cartoon mascot
A bridge between science
and the public

Modes of health communication & outreach

Community- based Activity



Digital outreach



Cultural Merchandise



Impact

- Covering over 200,000 person-times annually.
- Winning more than 10 national or municipal awards.
- Organizing more than 300 offline activities.

We firmly believe that high-quality health communication is the cornerstone of public health. Huangpu District looks forward to exchanging experience and learning from global partners.

Huangpu District
Shanghai
China

