The Hacia la Promoción de la Salud (Towards Health Promotion) Journal is a semester publication of scientific character, indexed in the COLCIENCIAS National Bibliographical Index Publindex, with national and international distribution to academic institutions, assistance institutions, and administrative establishments form the health area. It is addressed to those entire natural or corporate entity interested in the different areas proposed. Its purpose is to socialize the academic, research, projection and teaching experiences of both professors and students, undergraduate and graduate alumni; health, social and compatible area professionals of the country and the world who contribute to the development of the following topics:

- Conceptualization on health and life
- Public Health
- Health education
- Healthy life styles
- Social communication in health
- Social marketing
- Health services orientation
- Healthy public policies
- Favorable health environments
- Negotiation and conflict resolution
- Social participation
- Strategic alliances
- Social and human development
- Social Sciences and health

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1 Taken from National Bibliographical Base –NBB Publindex Bibliographical Index NacionalPublindex - IBN Publindex, August of 2006, p. 7.

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**Conclusions:** Indicate the research most relevant findings from the point of view of the object of study. It is recommended that the research objectives become the point of reference to suggest them and that the different dimensions of the problem be involved in them.

**Acknowledgements:** the authors can mention people and collaborators, as well as financing institutions, departments and institutions that supported the carrying out of the investigation.

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