

# 4<sup>th</sup> Global Forum on Health Promotion

organised by the Alliance for Health Promotion  
in collaboration with WHO and the Geneva University Global Institute of Health  
Wednesday, 12 November 2014, from 9:00-17:00  
Biotech Campus, Geneva, 9 chemin des Mines  
Switzerland

## About the Alliance

Established in 1997 during the WHO 4th Global Conference on Health Promotion in Jakarta, the Alliance for Health Promotion is an international NGO registered in Geneva. NGOs from different sectors are among its founding members, all with strong commitment to health promotion. Through its wide network the Alliance is reaching out to grass-roots communities even in remote areas.

The Alliance works to see individuals and communities empowered through ownership of the knowledge and the necessary means supported by an enabling social and economic environment, to fully enjoy a healthy life.

## Rationale for the event

For the fourth consecutive year the Alliance for Health Promotion is organising an international Forum on Health Promotion in Geneva. The forum will bring together 50-100 experts in health promotion, enabling them to network and learn from another.

Since 2010 the Alliance has provided a forum opportunity to address health, in terms of human well-being in all its dimensions. Such a change in direction calls for policies that overcome fragmentation and 'silo' based approaches to understanding that good health is central to sustainable social and economic development across all sectors of global society. It means taking a holistic approach to future strategies.

The most recent Alliance Forum was held at WHO HQ Geneva, Switzerland in November 2013. The theme addressed was "*Building Capacity for Health Promotion – Intersectoral partnership between civil society and government*". It gathered experts from different fields concerned with taking a life course approach to health provision and the ability of citizens to take responsibility for their own well-being. The participants' evaluation showed that the opportunity to network and learn of progress across diverse fields of study had been much appreciated. There was also a high-level of satisfaction for these forums and the innovative approach of gathering experts from different fields.

The report of this meeting is available on the Alliance website: [www.alliance4healthpromotion.org](http://www.alliance4healthpromotion.org)

The theme for this year's Forum is:

## **Innovation and New Approaches for Health Promotion**

by civil society, government and academia

Please mark the date in your calendar and let us know ([secretariat@alliance4healthpromotion.org](mailto:secretariat@alliance4healthpromotion.org)) if you are interested to participate so that we can send you more information and the registration form.

August 2014