



5TH GLOBAL FORUM ON HEALTH PROMOTION

CLOSING THE GAP IN HEALTH EQUITY THROUGH TECHNOLOGY

Organised by the Alliance for Health Promotion (A4HP), in collaboration
with WHO, ITU and the Global Health Programme at the Graduate Institute Geneva

THE
GRADUATE
INSTITUTE
GENEVA

GLOBAL
HEALTH
PROGRAMME



CLOSING THE GAP IN HEALTH EQUITY THROUGH TECHNOLOGY

5TH GLOBAL FORUM ON HEALTH PROMOTION

Monday, 16 November 2015

Maison de la Paix, Auditorium 2, the Graduate Institute, Geneva

09:00-09:20

WELCOME

BERNARD KADASIA, President, Alliance for Health Promotion (A4HP)

MARIA NEIRA, Director, Department of Public Health, Environmental and Social Determinants of Health, WHO

KEMAL HUSEINOVIC, Chief of Department of Infrastructure, Enabling Environment & E-Applications, Telecommunication Development Bureau (BDT), ITU

MICHAELA TOLD, Executive Director, Global Health Programme (GHP), the Graduate Institute

09:20-10:30

PLENARY SESSION 1: COMMUNICATION TECHNOLOGY PROMOTING HEALTH AND HEALTH EQUITY

Chairman

HANI ESKANDAR, ICT Applications Coordinator, Telecommunication Development Bureau (BDT), ITU

“Reaching Audiences Through Mobile Technology for Health Promotion and Equity”

ALLISON GOLDSTEIN, Toolkits Officer, Prevention of Noncommunicable Diseases (PND), WHO

SURABHI JOSHI, Mhealth Project Officer, Prevention of Noncommunicable Diseases (PND), WHO

“MHealth in Promoting Tobacco Control, MHealth: Be He@lthy - Be Mobile”

BAYE OUMAR GUEYE, President, Diabetes Association, Senegal

“Using ICT to Promote MDiabetes in Senegal”

Panel discussion

10:30-11:00

COFFEE BREAK

11:00-12:30

PARALLEL WORKSHOPS

WORKSHOP 1:

HOW TO USE COMMUNICATION
TECHNOLOGY FOR DEVELOPING A HEALTH
PROMOTION CAMPAIGN?

Moderators

HANI **ESKANDAR**, ICT Applications
Coordinator, Telecommunication Development
Bureau (BDT), ITU
SUZANNE **HODGKINSON**, MHealth Project
Officer, ITU

WORKSHOP 2:

KEYS TO DESIGNING M-HEALTH APPS

Moderator

PAULO **CABRAL**, Head of the IT Support
Division, ITU

WORKSHOP 3:

SOCIAL MEDIA AS TOOL FOR POLICY MAKING

Moderators

MICHAELA **TOLD**, Executive Director, Global
Health Programme (GHP), the Graduate
Institute
GABRIELA **TIZIANI**, Head of Digital and
Social Marketing and Deputy Head of
Communications, the Graduate Institute

12:30-13.45

LUNCH BREAK

13:45-15:00

PLENARY SESSION 2: ADDRESSING THE HEALTH DETERMINANTS BY TECHNOLOGY

Chairperson

MICHAELA **PFEIFFER**, Technical Officer,
Interventions for Healthy Environment, WHO
Introduction

KAWSELYAH **JUVAL**, Malaysia MoH, WHO
Consultant for the Social Determinants of
Health

“Technology for Mobile Clinics”

FANNY **BOULLLOUD**, Safe Water Programmes
Coordinator (Asia), Foundation Antenna
Technologies, Switzerland

“Can appropriate technology be effective for
health?”

MIRJAM **MOSER**, Programme Officer,
Biovision Foundation, Switzerland

“Farmer Communication Programme:
Dissemination of Knowledge on Ecological
Agricultural Methods”

15:00-16:15

**PLENARY SESSION 3: TECHNOLOGY SERVING
SPECIFIC POPULATION GROUPS**

Chairman

HUSSEIN ELSANGAK, Senior Lecturer in
Clinical Sciences Division at Life University in
Marietta Georgia, USA

Introduction

NANCY B. FINN, Healthcare Journalist, Global
Alliance for Women's Health, GAWH, USA
"Advancing Health Equity for Women and
Children with e-Health"

PIERRE ROSSEL, Senior Scientific Fellow,
Institute of Technology and Public Policy (ITPP),
EPFL, Lausanne

"Supporting the Elderly's Ecosystems: How
Innovative Experiments be Relevant in All
Contexts?"

ELIZABETH CHERIAN PARAMESH, Director,
Lakeside Center for Health Promotion,
Bangalore, India

"Technovations and Youth for Health Promotion
- The Bangalore Experience"

16:15-16:30

KEY MESSAGES

Bernard KADASIA, President, Alliance for
Health Promotion (A4HP)

INVITATION

Jean-Pierre **GIRARD**, Board Member,
Health Nexus, Canada
Global Forum on Health Promotion, 16-17
October 2016, celebrating the 30th Anniversary
of the Ottawa Charter

16:30-18:00

NETWORKING RECEPTION

The event is organised by the Alliance for Health Promotion in collaboration with the International Telecommunication Union, the World Health Organization and the Global Health Programme at the Graduate Institute, Geneva and is sponsored by the Federal Office of Foreign Affairs and the State of Geneva.

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For more information, please visit:
graduateinstitute.ch/globalhealth-event16november
or contact:
secretariat@alliance4healthpromotion.org

You are required to register your attendance, free of charge, at:
graduateinstitute.ch/globalhealth-event16november-registration