



**Building Capacity for Health Promotion**  
*Inter-sectoral partnership between civil society and government*

**3<sup>rd</sup> Health Promotion Forum**

in collaboration with  
 the World Health Organization, WHO and  
 the Institute of Global Health\* of Geneva University

**WHO Salle C, 5<sup>th</sup> floor, Geneva, 29 November 2013**

9:00-9:20	Opening and welcome: Bernard KADASIA - President of the Alliance for Health Promotion André ROUGEMONT, honorary Professor, University of Geneva
	Co-chairs of the day: Bernard KADASIA, President of the Alliance and Director of the International AIDS Society, IAS Luc BESANÇON, Vice President of the Alliance and CEO of the International Pharmaceutical Federation, FIP
9:20-10:30	<b>From Policy to Practice - Going beyond the Helsinki Statement</b>  <a href="#"><i>How to bridge the gap between policy and practice – the role of Parliaments</i></a> -Lale SAY, WHO Department, Reproductive Health and Research  <a href="#"><i>Experience in implementing Health in All Policies</i></a> -Carmel WILLIAMS, Manager Population Health Development, HealthFirst Network, South-Australia  <a href="#"><i>The potential role of civil society in working with Govts and WHO in taking forward the agenda</i></a> -Ravi NARAYAN, Community Health Advisor, Centre for Public Health and Equity Society for Community Health, Awareness, Research and Action (SOCHARA) and PHM activist  Panel Discussion
10:30-10:45	Coffee break
10:45-12:00	<b>The Co-operative Model of inter-sectoral collaboration</b> Moderator: Maria NEIRA – WHO Director, Department of Public Health, Environmental and Social Determinants of Health (PHE)  <a href="#"><i>Banking for health</i></a> -Rüdiger KRECH, Director, Office of the WHO ADG, Health Systems and Innovation  <a href="#"><i>The value of co-operative governance in business - How to engage with food industry</i></a> -Claude HAUSER, former Chairman of the Board, Federation of Migros, Geneva  <a href="#"><i>Health promotion and community development by voluntary activities of health co-operative members</i></a> -Mrs Michiko NAKAJIMA, Board member of Medical COOP Saitama Co-operative and Board Member of Hew Coop Japan  Panel Discussion
12:00-13:00	Lunch break

13:00-14:30	<p><b>Experience from the field</b>  Moderator:  Bernard KADASIA, President of the Alliance</p> <p><i>Strengthen inter-sectoral community partnership - Outcome of the Regional Health Promotion Workshop organised by the Alliance in Kitale, Kenya,</i></p> <p><i>Environment as a social determinant of health</i>  <i>Joint project of the Alliance with R20 – Action of Climate Change</i></p> <p><i>How to mobilise and engage local action and impact global policy</i>  <i>Interventions from members and partners</i>  <i>Connecting to the Kitale Coordinating Group</i></p> <p>Discussion</p>
14:30-14:45	Coffee break
14:45-16:15	<p><b>Health Promotion from a local perspective - Examples from Switzerland</b>  Moderator:  Sandrine MOTAMED, Lecturer, Geneva University – Institute of Global Health *  <a href="#"><u>The role of the municipality in improving the quality of life of the population</u></a>  -Marc MICHELA, Mayor of the commune of Meinier (Geneva)</p> <p><a href="#"><u>Pharmacists promoting healthy behaviours – examples of interventions – difficulties encountered</u></a>  -Karine HAAS, Member of the Board, PharmaGenève</p> <p><a href="#"><u>Physical activity programmes and nutrition in school environment</u></a>  -Per MAHLER, Department of Youth Health, Geneva</p> <p><a href="#"><u>The Ottawa Charter on the reorientation of health services – examples of prison and school health</u></a>  -Claude-François ROBERT, médecin cantonal de Neuchâtel</p> <p>Discussion</p>
16:15-16.45	<p>Closing address:  -Eero LAHTINEN, Health Counsellor, Permanent Mission of Finland in Geneva  -Maria NEIRA – WHO Director, Department of Public Health, Environmental and Social Determinants of Health (PHE)</p>

- English-French translation will be provided
- There will be live webcast of the Forum

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\* former Institute for Social and Preventive Medicine