

INNOVATION AND NEW APPROACHES FOR HEALTH PROMOTION

4th Global Forum on Health Promotion
12 November 2014, 8.00-17.00
Geneva, Biotech Campus. 9 chemin des Mines

organised by the Alliance for Health Promotion
in collaboration with
WHO Department of Public Health, Environmental and Social Determinants of Health and
Institute of Global Health of the Geneva University

The Alliance for Health Promotion advocates that rather than treating health in terms of 'silos', that is independent factors to be considered separately, a holistic approach is required. This demands the participation of local communities, educated and trained, taking responsibility for their own health and that of fellow human beings. It calls for multi-sectorial coordination across the social determinants of health encapsulated in the WHO theme 'Health in All Policies'. It means coordination among civil society organisations working for change across the world.

However, more frequently the various groups and institutions involved in Health Promotion work separately, isolated from one another. The NGOs, and local communities themselves do not communicate widely enough the results and impacts of their projects implemented. The academic world is running research and publishes its results in technical/scientific journals which are not always open to the public. As regards the local, regional, national and international authorities and institutions they form their decisions related to health on partial data only. Therefore, the feasibility of their implementation in the different socio-economic and political settings is not always well established.

The 4th Global Forum on Health Promotion seeks to remedy this disconnect through proposing a meeting between the various stakeholders. It is built on a partnership between the Alliance for Health Promotion, the WHO and the Institute of Global Health of the Geneva University. It offers an opportunity to address these issues, to showcase 'Innovations and New Approaches for Health Promotion' by civil society, government and academia. The Forum links Health Promotion to the three pillars - economic, social and environmental - of the sustainable development goals for the post-MDGs agenda. Organised around several themes of priority, the four sessions will facilitate the cross-fertilization of case studies, scientific research and health policy with the aim of showing a way forward together and ensure health for all.

We look forward to your active participation at the Forum and in the future activities of the Alliance for Health Promotion.