



Alliance for Health Promotion NEWSLETTER April 2014

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3RD INTERNATIONAL HEALTH PROMOTION FORUM

“Building Capacity for Health Promotion - Intersectoral partnership between civil society and government”

Salle A, WHO Headquarters, Geneva, 29 November 2013, 9:00-17:00

The Alliance promoted the theme “Health in All Policies” (HiAP) as a follow-up to the 8th Global Conference on Health Promotion held in Helsinki last year. Speakers defined HiAP in four different settings, emphasising the interaction between global policy and local reality. Over 80 participants included Government and WHO representatives, health professionals, national and international NGOs, international and local co-operative representatives and members of Civil Society. The Forum was planned and organised in collaboration with WHO’s Department on Social Determinants of Health and the Global Health Institute of the Geneva University.

Bernard Kadasia, President of the Alliance, and André Rougemont, Honorary Professor of the University of Geneva gave the opening and welcome together with Luc Besançon, Vice President of the Alliance.

On behalf of WHO the Director of the Department of Public Health, Environmental and Social Determinants of Health, Dr. Maria Neira, said she believed the Forum was an ideal avenue to elevate health promotion to a global level, and that it provided an excellent opportunity to exchange ideas, experiences and challenges. She noted also that it was a timely issue as this global initiative needs to be translated at national and local levels.

The titles of the four sessions and the invited speakers were:

From Policy to Practice – Going beyond the Helsinki Statement

- Lale Say, WHO Department of Reproductive Health and Research - *How to bridge the gap between policy and practice – the role of Parliaments*
- Carmel Williams, HealthFirst Network, South Australia (via weblink) - *Experience in implementing Health in All Policies*
- Ravi Narayan, SOCHARA and Peoples' Health Movement - *The potential role of civil society in working with Governments and WHO in taking forward the agenda*

The Co-operative Model of inter-sectoral collaboration
chaired by Maria Neira, WHO Director, PHE Department

- Rüdiger Krech, Director, Office of the WHO ADG, Health Systems & Innovation – *Banking for Health*
- Claude Hauser, former Chairman of the Board, Federation of Migros, Geneva - *The value of co-operative governance in business - How to engage with food industry*
- Mrs Michiko Nakajima, Medical COOP Saitama and Hew Coop Japan - *Health promotion and community development by voluntary activities of health co-operative members*

Experience from the field

- Bernard Kadasia, President of the Alliance, *The Kitale Project - Strengthening inter-sectoral community partnership*
- Lilian Plapan, Coordinator, Contact Group, Kitale – *Challenges at local level* (via weblink)
- Jini Sebakunzi, R20, Regions of Climate Action - *Renewable Energy and Health, a joint project*

Health Promotion from a local perspective – Examples from Switzerland
chaired by Sandrine Motamed, Institute of Global Health

- Marc Michela, Mayor of the Commune of Meinier (State of Geneva) - *The role of the municipality in improving the quality of life of the population*
- Karine Haas, Board Member, PharmaGenève - *Pharmacists promoting healthy behaviors – examples of interventions – difficulties encountered*
- Per Mahler, Department of Youth Health, City of Geneva - *Physical activity programmes and nutrition in school environment*
- Claude François Robert, Chief Medical Officer, Canton of Neuchâtel - *The Ottawa Charter on the reorientation of health services – examples of prison and school health*

Closing addresses were given by Eero Lahtinen, Health Counsellor, Permanent Mission of Finland in Geneva and Maria Neira, Director, WHO Department of Public Health, Environmental and Social Determinants of Health.

Participants praised the rich variety of presentations and discussions which helped them to better understand the different aspects of health promotion and partnership. They confirmed that the aim of the Forum which was to underline the importance of HiAP and understand how it can be implemented at different levels and in different settings had been very well achieved.

The Forum Report will be launched at the Annual Briefing of the Alliance during the World Health Assembly, on 21st May 2014.

→ Meanwhile all the presentations are available at: www.alliance4healthpromotion.org

LUNCHTIME CONSULTATION DURING THE WHO EXECUTIVE BOARD

The Alliance's traditional Lunchtime Consultation, was held this year on 21 January, and chaired by KC Tang, Coordinator for Health Promotion, WHO. The Consultation focused on the follow up to the Helsinki Global Conference "Health in All Policies" and its evaluation at the 2nd Regional Health Promotion Workshop in Kenya.

Bernard Kadasia, President of the Alliance gave a brief report on the Alliance Regional Workshop, held in Kitale, Kenya, in August 2013. Once again, the Alliance partnered with the Afro-European Medical and Research Network, AEMRN to organise this Workshop, which was held in conjunction with the Mobile Clinics. Eighty participants – the majority from local communities and organizations discussed their problems in implementing health promotion. A major challenge in Kenya and other African communities is the high rate of road accidents, caused by untrained young motor cyclists. This results in the failure to deliver vital medical supplies to the rural communities. The Alliance therefore was happy to invite the UK based NGO "Riders for Health" to present their work at the Consultation.

Kameko Nichols, Partnerships Director, Riders for Health, gave a dynamic presentation showing how it is not enough to donate or supply motorcycles, but the key to success is to train the riders and supply trained technicians and spare parts to maintain the vehicles. "Riders For Health" was founded in 1996 by Andrea and Barry Coleman who helped to fund motorcycles in the early 1990s, in Gambia and Lesotho. Most rural communities in Sub Saharan Africa have poor roads and little effective public transport, so the donated vital vaccines were not reaching these areas. When monitoring their project later; they found the motor cycles had been abandoned and were out of use. And this is where the idea of launching "Riders for Health" began. The NGO is now active in seven African countries, bringing improved health to millions in Sub-Saharan Africa.

The third speaker, Charles Senessie, President of the Afro-European Medical Research Network (AEMRN) based in Berne, Switzerland described how his organisation brings health and hope to rural communities, with their Mobile Clinics which penetrate into hitherto unreached rural communities. AEMRN calls on many health professionals and experts from the USA and Europe to join local health professionals and contribute their skills. In 2014, the AEMRN Mobile Clinics will be expanded to seven African countries.

The Alliance was happy to welcome a new Member, BioVision, an NGO involved in sustainable rural and agricultural development.

NEWS FROM WHO

Executive Board Meeting in January 2014

The meetings were attended by a record number of participants discussing a record number of agenda items. Only two of them addressed issues of public health proposed by the Finnish and the Brazilian Governments.

Resolution EB134.R8 was adopted and will be submitted to the World Health Assembly as a follow-up to the 8th Global Conference on Health Promotion entitled "Contributing to social and economic development: sustainable action across sectors to improve health and health equity".

Framework of engagement with non-State actors

According to the latest Report by the Secretariat the role of civil society in decision-making is increasingly recognised by WHO (see WHO EB 134/8). Statements by NGOs at the WHA will no longer have to be submitted for clearance in advance, provided that they conform to existing guidelines. According to the definitions non-state actors cover NGOs, private commercial entities, philanthropic foundations and academic institutions.

Based on the outcome of consultations before the next EB the Secretariat will develop separate policies and operational procedures for the different types of non-State actors for consideration by the EB at its 135th session.

Global Atlas of Palliative Care

According to WHO it is estimated that 40 million people die in needless pain and suffering as they have no access to even basic palliative care services. The Global Atlas will be published shortly.

"Investing in the World's Health Organization"

An informative booklet which shows how WHO intends investing in the future. It provides a review of the work and funds so far spent and the budgeting needed to fill gaps in their future tasks.

World Health Day, 7 April 2014 – Vector-borne diseases

With this theme for World Health Day, WHO draws attention to a group of diseases that are spread by insects and other vectors, the high health and economic burdens they impose, and what needs to be done to reduce them. Vector-borne diseases cause more than one million deaths each year.

GENEVA HEALTH FORUM – GHF – IN CICG, 15-17 APRIL 2014

Theme: Global Health - Interconnected Challenges, Integrated Solutions

"The Role of Cooperatives and Mutuals in Organizing Health Care Around the World" is the title of a lunchtime session on 16 April 12:15-13:45 in Room 3, co-hosted by the 2014 International Summit of Cooperatives.

The session will be moderated by Jean-Pierre Girard. Among the speakers are Dr Rüdiger Krech, WHO Director and several members of the International Health Co-operative Organisation (IHCO) - a founding member of the Alliance for Health Promotion - including Dr Toshinori Ozeki, Japanese Health and Welfare Co-operative Federation and Vanessa Hammond, Health Care Co-operatives Federation of Canada.

A cocktail will be organised by the International Summit of Cooperatives jointly with the Alliance at 16:30 on 15 April prior to the opening ceremony of the GHF (by invitation only).

NEWS FROM ALLIANCE MEMBERS & PARTNERS

The **Afro-European Medical and Research Network**, AEMRN has published the dates and venues of its mobile clinics to be organized this summer in several African countries: Ghana, Liberia, Sierra Leone, Zambia, Kenya, Uganda, and Zimbabwe.

For the third year the Alliance will join the mobile clinics in Kitale, Western Kenya - 18-25 August by organising a third Health Promotion Workshop. It is planned to hold a first workshop in neighbouring Uganda where mobile clinics will be run on the outskirts of Kampala and surrounding towns and villages between 15-17 August.

"Together We Can Make It Happen"

→ For more information go to: www.aemrnetwork.ch

Straighten Up for Pregnancy "Backs and Bellies" - Life University

All rounds of Delphi panel feedback tabulation for the Straighten Up pregnancy stretches and balance exercises have now been completed. As a result of the Delphi refinement process, the pregnancy stretches have been renamed. Newly formatted versions of both activity modules with feedback-based stylistic and non-substantive edits will be available to you for distribution and use in health empowerment. As with the other Straighten Up activity modules, you are invited to adapt the format and style to fit your own unique cultural context for maximal impact.

→ Contact our member: Ron Kirk – rkirk@life.edu at Life University

International Health Co-operatives Organisation - IHCO

In a recent Newsletter the Cooperatives write that they are highly committed to the social and environmental development of their communities as they are based locally and managed by local stakeholders. A video "Access to community services" was launched at the recent Cape Town General Assembly.

International Council on Social Welfare - ICSW

has published a challenging Book review on "Achieving Social Protection for All" with a subtitle, Safety Net and the Attack on World Poverty: Pressing need, manageable cost, practical possibilities. Prof. John Langmore of the University of Melbourne notes that this book will be an authoritative source of information and ideas for those seeking more effective means for eliminating severe poverty.

World Federation for Mental Health - WFMH

"No health without mental health and no health without the people" is the slogan of the WFMH.

WFMH will present a report of the results of its recent survey to the WHA in May. Whilst all governments passed the WHO Action Plan on Mental Health they must now be encouraged to act on it. The People's Charter for Mental Health was based on the outcome of the Great Push Initiative launched by the WFMH and supported by 500 organisations. The People's Charter sets out five goals to be achieved. The recent survey aimed at providing evidence on more mental health advancements.

→ For more information go to: www.wfmh.org

CAMHADD

On the recommendation of His Excellency The Governor of Karnataka Mr H.R.Bhardwaj, Dr. Vasu R. Pandurangi, representing CAMHADD in the Alliance was conferred an 'Honorary Doctorate in Science' on 26 March 2014 for his contribution in establishing the Rajiv Gandhi Institute of Public Health and Centre for Disease Control in Bangalore, India. The Governor is also keen to develop a dedicated research and model centre for the prevention of diseases with a particular focus on the prevention of Dengue and Swine Flu.

Global Health Institute is the new name of the former Institute for Preventive and Social Medicine of the Geneva University, a partner of the Alliance.

→ Contact: Sandrine.Motamed@unige.ch

Health Promotion Foundation Switzerland

The 15th National Conference on Health Promotion held in Lausanne, 30 January 2014 was attended by 386 participants among them the representative of the Alliance.

The theme was: "Autonomy - a challenge for health promotion and prevention".

Alain Berset, Federal Counsellor congratulated the organization on the celebration of its 25th Anniversary.

→ A Report of the Conference is available at: www.promotionsante.ch/conference, www.gesundheitsfoerderung.ch

UPCOMING EVENTS IN 2014

May, 19-25	World Health Assembly
May, 21 -17.30-19.00	The Alliance Annual Briefing - Empowerment for sustainable development - making health promotion tangible beyond 2015 – venue: Restaurant Vieux-Bois
August	Regional HP Workshop Kenya-Uganda
November	4 th Global Health Promotion Forum
	Annual General Meeting

INTERVIEW



LUC BESANÇON, GENERAL SECRETARY OF FIP AND VICE-PRESIDENT OF THE ALLIANCE

Last August you were appointed General Secretary of FIP - a great responsibility.

Indeed, it is a real privilege to have been appointed General Secretary and Chief Executive Officer of the International Pharmaceutical Federation (FIP) a global organisation of 126 national associations of pharmacists and pharmaceutical scientists. I was appointed to this new position after my previous position as Assistant General Secretary and then acting General Secretary of FIP. I am very privileged to have a great team with me.

What is the mission of FIP and what are the priority issues on your agenda?

Our mission is to “*improve global health by advancing pharmacy practices and science to enable better discoveries, development, access to and safe use of appropriate, cost-effective, quality medicines worldwide*”. We are making sure that access to medicines is always associated with access to pharmaceutical expertise, so that medicines are used responsibly. It has been estimated that over 500 billion USD could be saved every year if responsible use of medicines was achieved. This figure and many other facts clearly demonstrate that we can make great improvements in the way medicines are used, and in this respect, pharmacists have been identified as an under-utilised resource. FIP’s priorities are education reform, quality of practice (through good pharmacy practice), an enabling environment (including remuneration systems) and interprofessional collaborative practices.

FIP was one of the founding members of the Alliance in 1997. What is the benefit for FIP, an organisation of health professionals to be part of the Alliance? How can the Alliance contribute to achieve the objectives of your organisation?

In an environment often built in silos, the Alliance is one of the few organisations to provide a cross-sectorial platform on health promotion. This is a very precious tool for any organisation seeking innovation in its work and vision. It is achieved through access to relevant information sharing, networking with a diversity of partners, original views and new ideas on health promotion which can ultimately enrich one’s own projects.

What is the role of pharmacists in health promotion?

In many countries, pharmacists are seen by their community as the most accessible and trusted healthcare professionals. Compared to other health professionals, no appointment is needed and their position in the heart of their community facilitates this contact. It has been estimated that 13% of visits to a community pharmacy are by patients who leave not with medicines but with advice. Therefore, pharmacists can improve health, not just with medicines, but with their advice on the best health outcomes. We also see increasing involvement outside the pharmacy: meeting with members of their community in nursing homes, schools, senior citizen centres, teaching or talking about medicines and a healthy life-style.

As Vice President of the Alliance how do you see the biggest challenges facing health promotion?

One of the biggest challenges in health promotion is its scope which is so broad that it is sometimes misunderstood. Moreover, at global level, there are an increasing number of health priorities, all competing with each other. Selecting priorities is sometimes driven by measuring how quickly health outcomes can be achieved. The visibility and pace of achievements must also be linked to their sustainability and impact.

How would you evaluate the Health Promotion Forum held last November in WHO headquarters?

The Forum was a great success, both in terms of attendance and interaction with and amongst the participants. The programme was based on translating global health promotion policies into local actions through practical examples and stimulating discussions. I am confident that every participant left the Forum with two important take home messages: new ideas and an expanded professional network.

THE ALLIANCE FOR HEALTH PROMOTION – A4HP

“From Local Knowledge to Health in All Policies – From Vision to Action”

The Alliance for Health Promotion is an open multi-sectoral partnership of NGOs, civil society organisations and other stakeholders committed to health promotion. The Alliance strives to achieve that health promotion be seen as a continuum and as an economic benefit.

Since its establishment during the 1997 WHO Global Conference on Health Promotion in Jakarta the Alliance has been working with WHO and other partners spreading awareness of health promotion and organising Annual Briefings, during the WHA, Health Promotion Fora, Regional Workshops and Lunchtime Consultations.

Vision

The A4HP aspires to see empowered individuals and societies with ownership of knowledge and means to better control their health and fully enjoy a healthy lifestyle.

Mission

Strengthening global efforts to improve health and, bridging the gap between international declarations and local realities by catalyzing and galvanizing NGOs' health promotion efforts and advocating for a holistic approach to health.

The Alliance strongly emphasises facilitating the exchange of experiences and lessons learnt and giving guidance on effective mechanisms for promoting inter-sectoral action.

INTERNATIONAL ORGANISATIONS OF THE BOARD

- Associated Country Women of the World - ACWW
- Global Alliance on Women's Health - GAWH
- International AIDS Society - IAS
- International Council on Social Welfare - ICSW
- International Pharmaceutical Federation - FIP
- International Health Co-operative Organisation - IHCO
- International Federation of Medical Students Associations - IFMSA
- International Movement for Fraternal Union among Races and Peoples - UFER
- International Pharmaceutical Students Federation - IPSF
- Solar Cookers International - SCI
- World Federation for Mental Health - WFMH

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The Alliance enjoys the support of the Geneva State as a registered international NGO.

The Alliance offers many benefits to its Members. Please contact us for an Application Form. We look forward to welcoming you.