



Alliance for Health Promotion

Annual Report 2011

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Introduction

The Alliance is an open and inclusive partnership of NGOs, civil society organisations and other stakeholders committed to the goals of the Alliance. Its members' profiles cover a great diversity of areas. The last Annual General Meeting held in WHO on 12 November 2010 made a decision to open up membership of the Alliance to all civil society players and likewise organisations supporting health promotion. Its name has been changed accordingly to "Alliance for Health Promotion".

The Alliance, formerly called the NGO Advisory Group for Health Promotion, was established with the aim of playing a leadership role in the partnership between NGOs and WHO in the follow up to the Jakarta International Conference on Health Promotion, 1997. Its members have been mainly international NGOs working with a wide network of regional and local organisations reaching out to grass-roots communities and people. Irrespective of the prime objective for their creation which might link them to different sectors they all have a common concern to enhance health for all through health promotion strategies.

The Alliance believes the need is for greater connectivity between governments, decision makers from all aspects of the health field and the opinions of individuals in their communities. It brings together NGOs and Civil Society offers cooperation and communication to NGOs and Civil Society with different individual mandates, from mental health to HIV AIDS and many others. The aim is to galvanise greater attention to health promotion, to catalyse the diverse individual efforts of organisations in the interest of better global health outcomes.

The Alliance wishes to see greater integrated holistic solutions in international, regional and national health policy extended so that public health is not separated away from medical care and health promotion become an integral part of all health related development programmes.

There is an urgent need to take account of the less obvious factors in health care that makes the WHO work on the social and economic determinants of health so welcome. It calls for greater government attention and resources made available to NGOs and Civil Society who are invariably working on health promotion with local populations on the ground. Their efforts are essential drivers in successful health outcomes. Scientific research is admirable and essential but more attention must be given to implementation and how pragmatic systems of health care function within communities.

Outcome of AGM and Strategy Planning Meeting 2010

Last year's AGM discussed and confirmed what added value the Alliance can bring to NGOs. These are the following:

- Joint advocacy for health promotion
- Bridge between global (WHO) and local (NGOs) for the benefit of communities
- Demonstrate the value of inter-sectoral cooperation
- Catalyze individual efforts of NGOs and increase impact

The AGM also adopted the framework for activities in 2011 as follows:

- Partnerships and inter-sectoral action
 - Catalyse NGOs potentials to effectively address the determinants of health
 - Initiate inter-sectoral actions and partnerships and develop common and effective approaches
- Mainstream Health Promotion
 - Act as clearing house of NGOs' health promotion programmes
 - Use the evidence thus collected to advocate for the added value of health promotion strategies
- Empower Communities and Individuals
 - Building on existing NGO and Civil Society networks enhance community participation
 - Promote the incorporation of local knowledge systems into community development programmes and mainstreaming its application across key sectors.

The Annual General Meeting was followed by a Forum entitled “Working together to advance the Health Promotion Agenda in 2011”. The objective was to share and identify key milestones in health promotion for 2011 in order to maximize effective NGO and Civil Society participation.

Speakers from WHO Health Promotion Unit, Department of Ethics, Equity, Trade and Human Rights, Non-communicable Diseases and Mental Health Cluster, Health System and Services addressed the various aspects of health promotion, high on the agenda of WHO. The conference webcast through the Elluminate programme allowed members of the AEMRN community to follow discussion and participate in the discussion.

In compliance with

- the A4HP's goal, that is to improve health by generating awareness and catalysing existing health promotion efforts of NGOs and bringing added value to their work through strengthened advocacy, development of partnerships and sharing of best practices, initiatives and experiences and
- the outcome of discussions at the AGM and Strategy Planning Meeting,

the focus of activities in 2011 has been directed towards partnership building, strengthened advocacy and research on the role of Civil Society in influencing Health in All Policies.

Major milestones in year 2011

The period since the last AGM has provided multiple opportunities for the Alliance to mobilize the NGO community at international, national and community levels and contribute to advocating for successful health promotion strategies.

In the past few years the Alliance has offered a platform for discussion for NGOs attending the WHO Executive Meeting in January around one item on the agenda of the EB. In 2011 the theme of the January Workshop was Health System

Strengthening through Community Health Promotion. The objective was to share and identify common interests in order to maximize an effective participation at the World Health Assembly in May as well as demonstrate successful health promotion strategies, thus contribute jointly to achieving the MDGs through mobilizing the NGO community. Kwon Cho Tang, new Coordinator of the Health Promotion Unit attended the meeting. The Alliance project “Making health promotion tangible a knowledge base on community assets” has been presented.

Following the Annual General Meeting and Forum on “Working together to advance the Health Promotion Agenda in 2011” the Alliance has held eight Board meetings, an extraordinary AGM to adopt adjustments to the Statutes and six Project team meetings. In addition, the following events have been organised by the Alliance during 2011:

<i>18 January 2011</i>	<i>NGO Consultation during the WHO Executive Board Meeting “Health System Strengthening through Community Health Promotion”</i>
<i>6 May 17 May</i>	<i>Planning meeting with WHO “How to operationalize the Strategic Plan of the Alliance NGO” Briefing during the 64th WHA in WHO, Geneva “Health Promotion Strategies of Civil Society meeting the NCD Challenge”</i>
<i>18 November</i>	<i>Annual General Meeting, CICG Geneva Health Promotion Forum “From Local Knowledge to Health in All Policies”, CICG Geneva</i>

At the Planning Meeting of the Alliance held on 6 May it was discussed how to catalyze NGOs individual efforts and turn the diversity of members into a capital, what commonalities exist forming the basis for joint actions, project ideas for strengthening community assets through cooperation at all levels. It was also discussed how to demonstrate the impact NGOs and Civil Society in Alliance can make in order to contribute to better health outcomes.

A number of activities have been identified through which the Activity Plan of the Alliance could be operationalized, namely:

- Organising regional meetings
- Encouraging inter-sectoral cooperation
- Developing joint projects
- Running joint advocacy
- Building a Knowledge base
- Strengthening community assets
- Setting up communities of practice

The Briefing held during the 64th WHA in WHO discussed “Health Promotion Strategies of Civil Society meeting the NCD Challenge”. K.C.Tang introduced The Global Status Report on NCDs, Denys Correll (international Council for Social

Welfare) gave examples how cooperation works at regional and local levels, Trevor Sandwith (International Union for Conservation of Nature) made a presentation on Intersection of health and nature, key questions and opportunities and Sonia Heptonstall on Joint project planning.

Partnership building and advocacy

During the year contacts have been made and maintained with the following organisations among others:

-NCD Alliance - Common Interest Group - in preparation for the UN High Level Meeting on NCDs International Union of Conservation of Nature, IUCN and convention on biodiversity, Swiss Public Health Administration, United Nation's Environment Programme - UNEP, Geneva University - Institute of Social and Preventive Medicine, Education and Development Center, Health and Human Development Division, Rwanda Women's Network, World Young Women's Christian Federation, World Organization of Women, Committee on the Status of Women, International Alliance of Women, Health Promotion, Switzerland, International Baby Food Action Network and Rotary International.

Contacts with some Permanent Diplomatic Missions based in Geneva have also been developed.

The Alliance carried on its advocacy work by mobilizing members to sign Joint Statements of NGOs on NCDs which were submitted to the UN HLM in New York. Representation at relevant international meetings, such as the World Conference on Social Determinants of Health in Rio de Janeiro, the ECOSOC meeting focusing on Education in Geneva and the UN High-level Meeting on NCDs in New York (Anne Herdt and Ron Kirk attended) formed also important elements of our advocacy work.

Through getting registered as an NGO with Geneva State we managed to increase the visibility of the Alliance.

Relationship with WHO

The Executive Board has had several meetings with the new Coordinator of the Health Promotion Unit, Kwok Cho Tang to discuss the process of the Alliance application for official relations with WHO and areas of further cooperation with WHO. In year 2011 WHO has supported several of our meetings and accommodated an intern working on relationship with the Alliance while making some research on Health in All Policies.

As regards future perspectives we have identified one area which is a priority for WHO Health Promotion Unit and where the Alliance could contribute best. As a consequence work has already begun on the theme of the next Global Conference on Health Promotion to be held in Helsinki, 10-14 June 2013, namely Health in All Policies.

We followed up contacts with the WHO Department on Ethics, Equity, Trade and Human Rights. We provided input for the discussion paper of the World Conference

on Social Determinants of Health. WHO has sent invitation to two of our representatives from the region enabling them to participate at the Conference in Rio de Janeiro.

Project work

The Knowledge base project developed last year identified implementation gaps and proposed ways how to address the challenge. A revised version was presented at the January consultation meeting. The focus has been to explore how to make health promotion tangible. A number of funding sources have been identified but efforts to obtain financial support have not yet lead to any tangible results.

A new project has been developed on “Strengthening NGOs and Civil Societies’ Capacity to contribute to Health in All Policies” with the aim of encouraging members to start thinking about the theme of the 8th Global Conference on Health Promotion and explore ways how Civil Society can make a joint contribution to the Conference in 2013.

Increase Effectiveness

In order to increase effectiveness communication through our website has been further developed. It has served as a useful tool to allow for a wider network of NGOs and Civil Society to take part in debating major issues of common interest. Other communication tools have also been used, including new brochure introducing the Alliance missions, objectives and activities.

Membership

In order to strengthen the Alliance network the AGM adopted new membership criteria and introduced annual membership fees. A survey has been prepared on members’ and partners profile. As a consequence contacts with several organisations have been strengthened through bilateral meetings. Two new members have been adopted: Espriu Foundation, Spain and the International Union of Home Economics, Germany. FIP has appointed a new representative, Luc Besançon, replacing Xuanhao Chan who had left to continue his studies supported by the Singapore government. At the request of IFMSA, the International Federation of Medical Students’ Associations the Board agreed to waving their membership fee.

Governance

The Alliance has been governed by a Board with increased representation of the core members of the old NGO Advisory Group on Health Promotion who were elected at the AGM, 12 November 2010. A list of Board members is attached (Annex 2)

Mrs Berhane Ras-Work has been re-elected President, Bernard Kadasia, Vice-President, Joanna Koch Treasurer and Gabriella Sozanski Secretary.

Seamogano Manowe, IAC finance officer continues to be the **auditor**.

The **Secretariat** has been hosted by the Geneva Office of the Inter-African Committee on Traditional Practices, IAC, and has been managed by Gabriella Sozanski on a part-time voluntary basis. Several interns and volunteers have helped

the work of the Secretariat during 2011. One of the interns worked as WHO intern (Graduate Institute) and supported the cooperation with the Health Promotion Unit and particularly with the acting Coordinator. Made a basic research on Health in All Policies and NGOs' role + produced a background document on members/partners profile. Another volunteer focused on fundraising by identifying potential funders for health-related projects. An intern with BA in Public Health, 2 years of postgraduate studies at a Danish University has been working as support for the HP Forum and follow-up activities. Another intern has made a research on Health Promotion in the light of international organisations policy and practice.

As the Secretariat is hosted by IAC, the Alliance has no office rent and charges to pay. However it needs to organize more frequently meetings with the Board, Project team, WHO and other partners. Without the invaluable in-kind contribution in time and expertise of the Board members the functioning of the office would not have been possible.

Finances

The income of the Alliance in 2011 has come from a carry-over of WHO support within the framework of an agreement on collaboration signed with WHO Health Promotion Unit last year. As regards membership fees introduced in 2011 seven members have paid. In addition two more members have made also special contributions to the organisation of the HP Forum. A generous offer of a bridge-fund from a Board member has helped us fill the gap and pay the costs of the HP Forum.

Unfortunately our application for financial support, including a travel grant for three speakers from developing countries at the HP Forum has been refused by the State of Geneva. No explication has been provided so far. Another request addressed to the State of Geneva for support of an office space has not been responded yet. WHO has provided this year technical assistance, accommodated our intern and provided office space several meetings.

The Financial Report is attached.

The Future

Next year we foresee to strengthen cooperation with WHO focusing on the preparations of the 8GCHP. The Alliance will aim at catalysing NGO efforts for health promotion, encouraging inter-sectoral cooperation, strengthening the common voice of Civil Society and thus, provide input for the implementation of WHO priorities with the final goal of encouraging actions for cutting back inequities and improving health for all. This will only be possible if our fundraising campaign in support of the activity plan will be successful.

The Alliance expresses its gratitude to WHO for its technical assistance and to Members contributing financially and by voluntary work thus, enabling to run the Secretariat and implement the activity plan 2011.