



Alliance for Health Promotion

Annual Report 2012

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Highlights of the Alliance in 2012

- The 15th Anniversary of the Alliance, celebrated during our Annual Briefing at the World Health Assembly
- The first Regional Workshop on Health Promotion held in Kitale, Kenya

The Alliance was founded 15 years ago at the 4th Global Health Promotion Conference in Jakarta and we celebrated this anniversary at the 15th Annual Briefing during the WHA on the 23 May. This gave us an excellent opportunity to review 15 years of health promotion partnership by recalling the achievements and key milestones in our history. Learning from these experiences will guide us to better strategize and focus on future priorities.

The Briefing was made all the more special as we could welcome back Professor Pekka Puska once more as our keynote speaker. He is a very good and supportive friend of NGOs and a great supporter of health promotion. He was formerly the WHO Director in charge of NCDs and Health Promotion and addressed our Briefings in 2001 and 2003. He is now Director General of the Finnish National Institute for Health and Welfare. Professor Puska is chairing the Scientific Committee preparing the WHO 8th Global Conference on Health Promotion to be held in Helsinki, 10-14 June 2013.

The title of this year's Briefing was: "Right to Good Life - Health Promotion from a Community Perspective." Speakers addressed the issue of how cooperation in trioka combining Health Promotion, Non-Communicable Diseases and the Social Determinants of Health can drive NGOs in alliance and in partnership with governments to achieving Health in All Policies, the theme of the next Global Conference in Helsinki. Reports on the Briefing were circulated to members.

The second event was the Regional Workshop on Health Promotion, held in Kitale, Western Kenya, on 3 August. This was the first time that the Alliance organised a big (and international) meeting outside Geneva. The Workshop was integrated into the programme of a one-week mobile clinic programme, initiated and coordinated by the Afro-European Medical and Research Network. Charles Senessi, the President is a Board Member of the Alliance. The 115 participants included many community leaders, NGOs and health professionals from Kitale, neighbouring communities and countries as well as health professionals from the US, UK and other countries. The Workshop focused on Health Promotion as a pathway to achieving the highest standard of well-being. It demonstrated the very real potential for communities to contribute to effective health promotion and revealed that one of the reasons for the existing gap between international declarations and implementation on the ground is the insufficient involvement of communities in programmes and their lack of information. The Health Promotion Workshop demonstrated the Alliance outreach and its strength in working with grass root communities.

Strengths and Weaknesses of the Alliance

The Alliance has a Mission to improve the health and development of all people. This can be achieved by building on individuals' responsibility for their own health and advocating for health promotion to be recognized as one of the most cost-effective tools to meet the challenge of health inequities. To meet this goal we recognise the following priority actions:

- Bridge this gap in implementation by mobilizing and catalyzing NGOs existing efforts
- Establish the Health Promotion Value Chain, a tool to better strategize and advance the Health Promotion agenda.
- Strengthen community partnership, to add value to governments' and WHO efforts

Reviewing our achievements during the past 15 years gave us the insight to identify the strengths and competitive advantages of the Alliance as well as its weaknesses:

Strengths

- Located and registered in Geneva the Alliance is uniquely placed to work with the UN, its specialised agencies, international organisations, and other INGOs.
- The Alliance is the only INGO in Geneva with a health promotion focus and a non-medical (salutogenic) approach which can link up to the Social Determinants of Health
- Has demonstrated on several occasions its powerful mobilising force through its wide network of civil society actors from all sectors and from the global to local grass root levels.
- Has wide outreach into the most remote areas
- Has catalyzed NGOs existing efforts to achieve better health outcomes
- Can advocate for health promotion strategies, one of the most cost effective tools to meet the challenge of health inequities
- Can help increase individuals' responsibility for their own health and does ensures sustainability
- Builds bridges and mechanisms between the local and the global, by utilizing local knowledge and grass-roots experience at the global level so that international declarations reach those in need and can be translated into action
- Calls for the integration of health into development in order to contribute to poverty alleviation.
- Is a platform to share knowledge and best practices

Weaknesses

Areas where support is needed are the following:

- Capacity building to harness evidence of NGOs effective health promotion efforts
- Development of indicators for measuring impact
- Monitoring and evaluation tools
- Mechanisms to turn qualitative evidence into quantitative evidence

In compliance with our Activity Plan approved at the 2011 AGM we focused our activities on developing and strengthening partnerships and inter-sectoral actions, empowering communities and individuals, increasing effectiveness through strengthening regional networks and building a bridge between global and local. This is a two-way process, to bring local knowledge to the global level and taking international declarations to the local level.

Meetings

The Alliance held six Board meetings and several project Team meetings, the Annual General Meeting and the First Health Promotion Forum, November 2011. The Alliance also organized the following events during 2012.

17 January 2012	<i>Informal NGO Consultation during the WHO Executive Board Meeting</i>
23 May	<i>15th Briefing of the Alliance during the WHA, Geneva Right to Good Life – Health Promotion from a community perspective</i>
3 August	<i>First Regional Health Promotion Forum, Kitale, Kenya</i>
19 November	<i>Annual General Meeting, CICG Geneva</i>
20 November	<i>2nd Health Promotion Forum, CICG Geneva</i>

Partnerships and Advocacy

The Alliance partnered with the International Aids Society (IAS) a member NGO which enjoys official relations with WHO, to submit a *Joint Statement* to the WHA in May this year, in support of the Resolution on the Social Determinants of Health and emphasizing its link to Health Promotion.

The Value Chain in Health Promotion

The Alliance was involved in the preparation of a session at the KPMG IDAS International Conference – Change, Emerging Nations and the Age of Civil Society, held in Geneva, 26 April. The Alliance representative was invited to be a panelist in a workshop. The Board continues to reflect on ways to develop a health promotion value chain.

Strengthening Community Partnership

To carry forward the spirit of Kitale we want to generate action and make Health Promotion work for communities. Lessons drawn from the first regional workshop helped us develop a concept paper on strengthening community partnership in health promotion from the perspective of social determinants of health as well as to bridge the gap between global and local. Our Partners in this initiative are AMREF,

AEMRN and REPSSI, the Regional Psychosocial Support Initiative, an NGO based in South Africa which focuses on children.

Project development

The World Health Organization defines Health Promotion as the process of enabling people to increase control over their health and its determinants, thereby improving their health. It is well articulated in global policy, conferences and documents, yet the potential of health promotion approaches remain largely absent from grass roots health development actions. The purpose of this project, therefore, is to demonstrate how local global intersectoral partnerships for Health Promotion can mobilise grassroots health promotion resources thus improving the health and wellbeing of communities. This integrated Health Promotion project reflects a holistic approach to health.

The International Health Co-operative Organisation (IHCO)

2012 is the UN International Year of Co-operatives. IHCO, a founding member of the Alliance organized an International Health Co-operative Forum with WHO high-level representation in the framework of the International Co-operative Summit (2600 delegates) to celebrate this special Year. The Secretary of the Alliance was invited to join the Organising Committee and made a presentation at the International Health Co-operative Forum (IHCF) held in Lévis, Québec, Canada, 12 October. The Forum focused on health promotion and prevention. The Lévis Declaration, the outcome document, will be shared at the 2012 Health Promotion Forum in Geneva.

Through the intermediary of the Alliance, the Director of the WHO Ethics, Equity, Trade and Human Rights Department, Dr Rüdiger Krech was invited to be a keynote speaker at the Forum. Dr Krech also participated as a panellist at the International Co-operative Summit held prior to the Forum. The active partnership with IHCO is proof of the added value of intersectoral cooperation.

Since the 2011 AGM the Alliance has seized multiple opportunities to mobilize the NGO community at international, national and community levels and to advocate for successful health promotion strategies.

Relations with WHO

The Alliance continues to dialogue with the Health Promotion Unit. The Alliance has also started working with the WHO Department on Ethics, Equity, Trade and Human Rights particularly in relation to ways to mobilise NGO input to implement the Action Plan on the Social Determinants of Health.

We have participated in discussions about the WHO Reform process and in particular in the consultation of a new submission to regulate WHO's relations with NGOs. The new rules will be put forward to the next meeting of the Executive Board of WHO in January 2013.

Relations with Geneva authorities

Since registering the Alliance in 2010 as an international NGO with the State of Geneva, we have enjoyed increased support from the Cantonal authorities. They sponsored a reception at the WHA Briefing in May and accorded free rent of an office space for two years.

Major upcoming event

The first Health Promotion Forum held in November 2011 called for the organization of similar annual events. Thus, on 20 November we will be holding the **2nd Health Promotion Forum**.

The 2011 Forum clearly revealed a lack of connectedness between the global agenda and community health promotion. Bridging the gap is a key issue and was addressed at the Regional Workshop in Kenya. The Forum also discussed how to translate declarations to action – identifying the obstacles to effective implementation and outlining what progress was made.

This year, the second Health Promotion will address issues of accelerating Health Promotion outcomes from local to global. On the way to the Helsinki Global Conference, the Alliance will be looking to identify how to make an impact on global policy which in turn could ensure real outcomes and improvements in people's health and well-being.

A Partner awareness session will be integrated into the programme to look at the vital importance of investing in health and addressing the need for effective health promotion. This will give us an insight into the priorities of donors' funding targets with respect to health promotion at community level.

Governance

The Alliance is governed by a Board and all founding members are represented on it. The last elections took place at the AGM on 12 November 2010.

At the end of 2011 Berhane Ras-Work resigned as President. In accordance with the Statutes at the Board Meeting of 23 March, 2012, the Board elected Bernard Kadasia, former Vice-President to succeed as new President. Joanna Koch remains as treasurer, Gabriella Sozanski as secretary and Seamogano Manowe as auditor. Members will be informed of these decisions at the next AGM. A list of current Board members is attached.

Secretariat

On 1 August 2012, the Alliance moved into a small but independent office in Villa Grand Montfleury made possible by the Geneva State. Office manager is Gabriella Sozanski, who is also Secretary of the Alliance and works on a part-time voluntary basis.

To reduce the cost of this basic office space, it was decided to share the premises with the NGO Forum for Health, a sister organisation. The Secretary of the Alliance is at the same time Coordinator of the NGO Forum for Health which helps form synergies and avoids overlapping. Members have generously donated office furniture and equipment.

Without the enthusiastic voluntary work of Board members office administration and the work of the Secretary would not be possible. An urgent priority must therefore be to access sustainable funding for both the office and work, and to build activities

on a sustainable basis. We look to our members to help fundraise for the Alliance activities. In particular we hope that all members pay their membership dues.

Members / Partners

Two new members were welcomed by the Board during the year.

UFER – Movement International pour l'Union fraternelle entre les Races et les Peuples and

CAMHADD, the Try-Sector Preventive Health Care Foundation, Bangalore, India

We have further developed our partnership with the Institute for Social and Preventive Medicine of the Geneva University.

REPSSI, the Regional Psychosocial Support Initiative is a new partner attended the Kitale workshop and is committed to participate in the joint project.

Finances

Annual membership fee has been paid by only 10 members amounting to a total of CHF 2.330

A special contribution has been received from REPSSI, as an initial support (CHF 1.000) for project development and fundraising.

The IHCO Board decided to provide extra support for the organisation of the Health Promotion Forum in the amount of CHF 2.000.

The Financial Report is attached.