



# **Alliance for Health Promotion**

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## **Annual Report 2014-2015**

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**Alliance for Health Promotion  
ANNUAL REPORT**

1 October 2014 - 30 September 2015  
approved by the AGM, 16 November 2015

**Introduction**

The Alliance for Health Promotion (A4HP) established in 1997 at the 4th WHO Global Conference on Health Promotion in Jakarta has developed into an international NGO registered as an association in 2008 under Swiss law and supported by the State of Geneva. Its members are NGOs and other Civil Society Organisations. Its head office is in Versoix, Canton of Geneva, Switzerland.

**Vision**

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

**Mission**

The Mission of the Alliance is to strengthen global efforts to improve health by

- bridging the gap between international declarations and local realities,
- catalyzing and galvanizing NGOs health promotion actions, and
- advocating for a holistic approach to health.

**Highlights of the year**

Apart from the four regular, annual events among the highlights of the reporting period was the organisation of a First Regional Health Promotion Workshop in Bangalore, India and a Health Promotion Day held on the eve of the World Health Assembly.

The increased international recognition of the Alliance was demonstrated by obtaining

- Official Relations with the World Health Organisation
- Consultative Status with the UN Economic and Social Council

**Major events**

The Alliance has organised four major events over the past 12 months:

- the 4th Global Health Promotion Forum, Geneva, 12 November 2014
- NGO consultation in WHO during the Executive Board meeting, Geneva, 28 January 2015
- Annual Briefing during the World Health Assembly, Geneva, 19 May 2015
- 3rd Regional Workshop on Health Promotion, Kitale, Kenya (postponed from August to October 2015)

***4th Global Forum on Health Promotion, 12 November 2014***

*Biotech Campus of the Geneva University, 08:30-17:00*

The Alliance was hosted by the Institute of Global Health of the Geneva University in the Biotech Campus. The event was organised as always in collaboration with the WHO. Twelve prestigious speakers addressed the theme of "Innovation and New Approaches for Health Promotion". Some 60 participants signed up for the event. The four sessions covered:

- i. Health Promotion at the Workplace - Training and Education
- ii. The Economic and Psychosocial Benefits of Health Promotion
- iii. Environmental and Social Determinants for Health
- iv. Social Links and Health Promotion

Dr Maria Neira, Director, of the WHO Department on Public Health, Environmental and Social Determinants of Health was the keynote speaker. Among the panellists we were pleased to welcome the Ambassador of Bhutan, senior officials of the World Bank Group, WHO, ILO, University professors from Geneva, Wisconsin, Georgia, Kent State, (USA), Geneva University Hospital, and representatives of the Alliance member NGOs and partners, among them World Vision International, WVI, Regional Psychosocial Support Initiative, REPSSI (South Africa), Regions of Climate Action, R20, Pro Senectute, Vaud, Health Nexus (Canada).

The Global Forum linked every year since 2011 to the Annual General Meeting, provided an important platform for key stakeholders to address the current challenges of health promotion and set the agenda for research, advocacy and action. It is an opportunity for all those involved in promoting healthier lives to share and learn from one another whilst building consensus on best practice. New and innovative approaches based on emerging research as well as the experiences of grassroots project implementers were showcased.

The prevailing message from the fourth Global Forum on Health Promotion is that the time is ripe for synergies between sectors. There are many opportunities to be seized for collaborative efforts between governments, international organisations, academia and civil society all with the aim of improving people's lives and contributing to developing societies and economies.

Innovative thinking and advances in technologies are cornerstones of achieving lasting impacts within these new opportunities.

The report on the Forum is available on the Alliance website:  
[www.alliance4healthpromotion.org](http://www.alliance4healthpromotion.org)

### ***NGO Consultation during the WHO Executive Board meeting, 28 January 2015***

*WHO Library Room, 14:30-16:00*

The Alliance organizes this consultation annually, in order to take advantage of the presence of many NGOs attending the WHO EB sessions in Geneva. Meeting, exchanging and strategizing for the WHA are the main objectives of these consultations.

Bernard Kadasia, President of the Alliance for Health Promotion chaired the meeting entitled: "Topical Issues in Health Promotion".

*Presentations were made by Mr Arinze AWILIGWE, International Pharmaceutical Students' Federation, IPSF member on "Improving access to safe drinking water in Delta State, Nigeria" a project of R20 by A (Nigeria) on a water project and Dr Manoj Kurian, Associate Professor, Kent State University on "Health Promotion and Ethics"*

*We head the pleasure of the presence of the Permanent Mission of the Kingdom of Bhutan in Geneva whom we invited to support our Health Promotion Campaign to be launched in May, with a Walk during the WHA.*

### ***NGO Briefing during the World Health Assembly, 19 May 2015***

*Centre Varembe, 17:00-18:30*

The Annual Briefing is a side event of the World Health Assembly. Every year since its establishment the Alliance has organized a Briefing offering an opportunity for Civil Society, Governments and other key players in Health Promotion to share experiences, practices, ideas, identify gaps, and agree on priorities for action as well as respective roles.

The title of the 2015 Briefing was: "Building a strong collaboration across sectors and players to achieve sustainable health and health equity outcomes".

It was organised by the Alliance in collaboration with Life University and the Afro-European Medical and Research Network, AEMRN.

It addressed issues linked to the WHA Agenda Item 14: Promoting Health through the Life Course focused on Agenda Item 14.5: Contributing to Social and Economic Development: Sustainable Action Across Sectors to improve Health and Health Equity (Follow-up of the 8th Global Conference on Health Promotion)

The opening remarks by Dr. Eugenio Villar, WHO Coordinator, Social Determinants of Health (WHO Department of Public Health, Environmental and Social Determinants of Health) were followed by the following panelists:

Dr John Downes, Vice President of Life University,

Dr. Elizabeth Cherian Paramesh, Lakeside Health Promotion Centre, Bangalore, India, Dr Charles Senessie, President of the Afro-European Medical and Research Network (AEMRN) as well as Ms Parand Akhavan, President, International Pharmaceutical Students' Association (IPSF) and Pedro Correia de Miranda, Liaison Officer to WHO of the International Federation of Medical Students Organisation (IFMSA).

A Representative of the Sierra Leone government honoured our meeting and shared with the audience some thoughts on health promotion experiences following the Ebola epidemics. The discussion was moderated by Luc Besançon, Vice-President of the Alliance and CEO of FIP (International Pharmaceutical Federation).

Some 80 participants attended the meeting, which was followed by an informal networking reception co-sponsored by Life University.

#### ***4th Regional Health Promotion Workshop in Kitale, Kenya, 30 October 2015***

This one day event linked to several days' of mobile clinics had to be postponed from August to 30 October. It was held on the theme " Making Communications (Technology) Work for Health Promotion" with 50 participants. The outcome will be reported in our next Annual Report.

Inspired by the example of the Alliance Health Promotion Workshops participants agreed on founding the Health Promotion Alliance Kenya (HPAK) a local association. Its registration with the government is in process.

Strengthening the Kitale model, scaling up and expanding the training programmes are the main objectives of the HPAK. The mobilisation of local resources, both human and financial will be easier after the association is officially registered.

#### **Other activities of the Alliance**

##### ***Intergenerational Day - Walk for Health and Happiness, Sunday, 17 May***

In collaboration with the recently established Geneva Association for Community Development the Alliance organised a picnic and a walk and, invited delegates of WHA as well as local NGOs and associations.

The event held on the eve of the WHA opening provided an opportunity for friends, families, and organisations to come together and raise awareness of health promotion. The event took place at "Les Evaux Park" in Geneva.

The Day concluded with a Concert held in the Villa Grand-Montfleury entitled: "Music is good for health".

##### ***Exhibition at Versoix Bi-centenary celebration 30-31 May***

At the invitation of the Municipality of Versoix (where our office is located) the Alliance mobilised three other NGOs sharing the same office building and had a joint stand at the festivities celebrating 200 years of Versoix joining the Swiss Confederation.

This invitation originated in the visit of the Mayor and President of the Municipality to the office where we had a chance to present the Alliance activities and expressed our wish to be more integrated in the life of the "commune" of Versoix.

### **Health Promotion Workshop, Bangalore, India, July 26**

The first Workshop in India was held at the invitation of the Lakeside Health Promotion Centre, Bangalore. The event was organised within the framework of the 33rd Annual CME Programme - FAQs in Pediatric Practice and Global Health Promotion. Alliance President Bernard Kadasia was invited and spoke on behalf of the Alliance.

The CME is a highly regarded event and has been organized annually for the past 32 years under the leadership of its founder, Dr H. Paramesh and his wife Professor Elizabeth Cherian Paramesh.

This year the programme of the meeting was expanded to specifically include Health Promotion. The participants who were mainly distinguished biomedical academics and researchers as well as practicing paediatricians showed a remarkable understanding of health promotion and the important role it plays in advancing health and health equity. The Health Promotion segment started with an overview of the history and work of the Alliance for Health Promotion, including the global policy and practice landscape and the Kitale model. This was followed by a presentation of Health Promotion work in Bangalore, which is quite innovative, diverse and has been going on for long. Lastly, selected perspectives were presented by representatives of the public health institute, practitioners from medical institutions, medical students, private practitioners and the leadership of the Indian Association of Paediatricians.

By attending this meeting an excellent step has been taken for the Alliance to work more closely with our partners in Bangalore - said Bernard Kadasia.

### **Preparations for the Global Forum on Health Promotion 2015 and 2016**

A considerable amount of our time has been spent on conceptualizing and organising the 5th Global Forum on Health Promotion in collaboration with the ITU, WHO and the Graduate Institute Geneva. The one-day Forum with four plenary sessions and three workshops, 16 November will be followed by an informal consultation with members and participants as well as a field trip to visit an intergenerational project in Meinier. The outcome will be included in the next Annual Report.

Parallel to the 2015 Forum discussions have started on the 6th Global Forum preparations following an invitation from our Canadian member to consider holding it in Canada and celebrate together the 30th Anniversary of the Ottawa Charter. We are exploring the best ways to feed in the outcome of the Forum in Canada to the WHO 9th Global Conference on Health Promotion, 21-25 November 2016 in Shanghai, China.

### **Official Relations with the World Health Organization**

The 18 years of consistent and regular engagement with WHO and its various constituencies have led the Alliance to obtaining Official Relations (OR) with WHO.

Based on an independent evaluation of the application documentation submitted in May 2014, WHO has invited the Alliance to formally apply for OR. The Department of Public Health, Environmental and Social Determinants of Health supported our application and we have developed with them a preliminary work plan for a three-year collaboration. On the recommendation of the NGO Standing Committee on NGOs the Executive Board decided at its 136th session 27 January 2015 to admit the Alliance into the family of more than 200 international NGOs in OR. This is an exciting new development, and will allow the Alliance to further develop relationships in the public health sphere and promote good health.

The Alliance continued to follow with special attention the discussions around the WHO Reform, in particular in relation to the collaboration with Non-State Actors.

For the first time in our history the Alliance was entitled on its own right to submit a Statement to the World Health Assembly. It was on the Agenda item 14.5 A68/17

"Contributing to social and economic development: sustainable action across sectors to improve health and health equity (follow-up of the 8th Global Conference on Health Promotion)"

Among the series of invitations received since receiving OR representatives of the Alliance were able to attend among others the First WHO Ministerial Conference on Global Action Against Dementia, 16-17 March and the WHO Mental Health Gap Forum, 8-9 October 2015. WHO's support in providing technical assistance, facilitating consultation with various clusters of WHO as well as providing meeting facilities and speakers have had a huge impact on achieving one of our objectives, namely mainstreaming Health Promotion.

### **Consultative Status with the Economic and Social Council - ECOSOC**

The Alliance submitted its application to the UN for ECOSOC status in June 2014. After one year of review period the July 2015 session of ECOSOC granted the Alliance for Health Promotion special consultative status. We were invited to the session in New York but due to the high costs involved we decided not to go. We recognize the support for our application from the Swiss Embassy in New York. Following the positive decision on our application we have established contacts with the NGO Liaison Office of the UN in Geneva (UNOG). The first invitation to attend a UN high-level meeting has been received for the UN Summit, 24-26 September where the Sustainable Development Goals have been adopted. Our request to attend was accepted and the Board designated its representatives but finally nobody from the Alliance was able to attend as NGO participation had to be limited, due to the great interest, to a half-day participation which was communicated only a few days before the Summit. Again the cost-benefit ratio has made us renounce on travelling to New York. We followed the event through webcast.

### **Collaboration with other partners**

In preparation for the 5th Global Forum on Health Promotion we established contacts with the **International Telecommunication Union (ITU)** as the theme chosen for the Forum was "Closing the Gap in Health Equity through Technology". Our main partner in organising the Global Forum has become ITU along with the WHO. At the invitation of ITU an Alliance delegation attended the Telecom World Conference held in Budapest in October where one of the sessions addressed specifically the issue of mHealth.

**The Graduate Institute** for International and Development Studies has accepted to co-host the Global Forum which we appreciate after several years of collaboration with the Global Health Programme (GHP). Ilona Kickbusch, Director of the GHP was a keynote speaker at the first Global Forum celebrating the 25th Anniversary of the Ottawa Charter adopted at the first WHO International Conference on Health Promotion.

We have established and are expanding our relationship with the International Labour Office as well as with the World Bank Group.

### **Project activities and fundraising efforts**

With the aim of mobilising funds for the implementation of activities approved by the Alliance AGM we started to engage in project activities in partnership with our members.

"Reducing the adverse impacts of climate change in Kitale, Kenya through health promotion training and appropriate clean energy technologies" was a project we have developed with R20, Regions of Climate Action. The Alliance has joined as main partner to R20 submission of the proposal to the State of Geneva International Solidarity Fund.

A funding proposal was submitted in January 2015 for the support of our Health Promotion Campaign to the Loterie Romande.

The above proposals have not obtained financial support.

Travel grants have been requested from the Canton of Geneva (SSI) in order to allow some of our members from developing countries, mainly from Kenya and India to participate at the 5th Global Forum and Consultation 16-17 November. The State of Geneva has kindly accepted to provide funds to cover the cost of a reception at the Global Forum.

### **Governance**

The Board of 14 members has met 8 times during the reporting period. Board Elections took place at the Annual General Meeting of the Alliance held 12 November 2014 following the 4th Global Forum on Health Promotion. In addition to the former members standing for re-election, two new organisations elected to the Board: Life University, USA, represented by Hussein Elsangak and Health Nexus, Canada, represented by Jean-Pierre Girard. The list of the new Board is attached.

During the year of 2015 several changes have taken place in the various functions of the officials. A new Treasurer was appointed, Luc Besançon, former Vice President. Joanna Koch was unanimously elected Vice-President (leaving the post of Treasurer). A new Auditor was appointed, Karl John replacing the former one who resigned. Bernard Kadasia remained President but has left Geneva where his contract with IAS was terminated after 10 years. He has moved back to Kenya and is supervising our ongoing project in Kitale. Modern technology allows us to maintain regular contact with him on skype and his visits to Europe.

### **Membership**

The Alliance is currently in contact with about 40 NGOs and Civil Society Organisations, of them 15 are paying members. We have some 150 organisations, institutions, partners and individuals on our network. The Alliance welcomes active members who adhere to its Vision and Mission, and who have an interest in or are involved in health promotion in its widest sense. The Alliance informs its network members mainly through its website: [www.alliance4healthpromotion.org](http://www.alliance4healthpromotion.org) and invitations to its four major events during the year.

During the reporting period one new member has joined the Alliance, Health Nexus, Canada. With Life University we have strengthened collaboration as they requested the Alliance to accommodate their Geneva Representation Office in Versoix (Grand-Montfleury 48). An Agreement will be signed setting the rules for this collaboration.

Another request has been received from REPSSI, Regional Psychosocial Support Initiative for the same purpose. Negotiations about the conditions are in process.

### **Secretariat of the Alliance**

The Secretariat is coordinating its activities from its office in Versoix where several other NGOs have their seat. Since the subsidy of the Canton has expired the Alliance pays full rent along with the maintenance costs. Apart from the coordinator, carrying on her activities on a voluntary basis, an intern recruited through IPSF (International Pharmaceutical Students Federation) provided assistance to the Secretariat in the implementation of the Activity Plan during two months, October-November 2014. New intern posts have been advertised. The outcome will be reported in the next Annual Report.

Veronica Shiroya, a former intern who became our Liaison Officer based in Kenya has played a significant role in coordinating the registration process of the Health Promotion Alliance Kenya. She has greatly contributed to the development of a project proposal focussing on strengthening the training elements of the Kitale project and in the preparation of the Regional Health Promotion Workshop in Kitale.

In addition we have a consultant providing us assistance mainly in legal matters on a voluntary basis. The Alliance has no paid staff.

### **Finances**

The audited Financial Report is attached.