

Statement
submitted by the Alliance for Health Promotion

to the
Sixty-Eighth World Health Assembly
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)

The Alliance for Health Promotion, an NGO of international organisations based in Geneva, welcomes the Report of the Secretariat A68/17. The Alliance strongly supports the draft Framework for Country Action and the need to recognize the impact of cross cutting issues as they affect global health outcomes. We recognize that this clearly reflects the WHO call for Health in All Policies.

After the Framework has been finalized there is the challenge of implementation - particularly at the community level where change can and should begin. How to indentify the “hows” of implementation? What can be done to move silo based thinking to a holistic approach that starts out from the community? Members of the Alliance even now are reaching out to communities with sustainable, tangible projects. We are helping them to bridge the gap between the global and local, and the local to global.

As this Report notes, communities are in a key position to identify their own health issues and to suggest solutions using their local wisdom at the local level. The Alliance is working to catalyse such community opinion and action by empowering diverse sectors. After the Helsinki Conference, we started by listening - as in Kitale Kenya - where the community then recognized that it was road accidents which were causing a huge impact on their health. The Alliance was instrumental in helping them to find local solutions for the diverse components of this health challenge.

We believe that such cooperation across sectors can and will contribute to sustainable health and is essential for the success of Health in All Policies. We therefore encourage the development of case studies using this methodology and NGO approach to be presented to the next Global Conference on Health Promotion.

And finally, we urge WHO Regional and Country Offices to scale up their cooperation with and support to local NGOs and Community Associations so that together they can achieve the health improvements which are currently lacking,

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