



# ALLIANCE FOR HEALTH PROMOTION

**18 May 2017**

## ***Health Literacy and Social Mobilization to achieve the SDGs***

To mark the **20th Anniversary of the Alliance for Health Promotion** we are organizing a conference on **Thursday, 18 May 2017** with the following objectives:

- ❖ To take forward the key messages of the international conferences held in Shanghai (**9GCHP** of WHO) and in Canada (**6th Global Forum on Health Promotion**)
- ❖ To enhance awareness on the importance of Health Literacy and Social Mobilization in promoting Healthy Cities and Healthy Communities
- ❖ To facilitate exchange of views between policy-makers and practitioners, governments and civil society organisations and,
- ❖ To explore how Civil Society can make a meaningful contribution to the achievement of the SDGs, so that Global “Dreams” become Local Realities.

### **Speakers:**

- **Zsuzsanna JAKAB**, WHO Regional Director for Europe – *Keynote speaker*
- **Nadia ISLER**, Director of the SDG Lab at the Office of the Director-General of the United Nations Office at Geneva
- **Pascal HAEFLIGER**, in charge of Prevention and Health Promotion, State of Geneva
- **Sandrine MOTAMED**, Institute of Global Health and Geneva Association of Community Development
- **Mihály KÖKÉNY**, Senior Fellow of the Global Health Centre Graduate Institute, former Minister of Health – *Moderator*



*Organized in collaboration with the  
WHO Health Promotion Unit and the  
Global Health Centre at the Graduate  
Institute Geneva*

### **DATE AND TIME:**

Thursday,  
18 May 2017  
14:00 - 18:00

### **VENUE:**

Palais des Nations,  
Meeting Room XXII

### **REGISTRATION:**

If interested email to  
[secretariat@alliance4healthpro  
motion.org](mailto:secretariat@alliance4healthpromotion.org)

English-French translation  
will be provided

*A cocktail reception will  
follow the meeting*

### **ALLIANCE FOR HEALTH PROMOTION**

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