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**The Conference Scope**

- | Globalisation**  
How to promote efficiently and effectively healthier and more sustainable living in the context of an advancing globalisation?
- | Depleting resources and increasing environmental risks**  
How to impede eroding social solidarity and growing social inequalities within and across countries?
- ➔ Sustainable improvement of health and well-being** in times of unchecked globalisation and dwindling natural resources requires strong alliances and partnerships beyond the health sector, skilled advocacy, and ethics- and knowledge-based practices and policies.

**The 20th IUHPE World Conference will explore ways and promotes solutions contributing to achieve these goals**

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**healthy<sup>3</sup>**  
**Promoting Healthy People  
 in Healthy Societies  
 on a Healthy Planet**

An initiative of Health Promotion Switzerland

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**20th IUHPE World Conference on Health Promotion 2010 in Geneva**



■ Institution responsible	IUHPE / UIPES
■ Host & Organiser	Health Promotion Switzerland & Partners
■ Venue	CICG International Conference Center Geneva + CVV
■ Theme	Health, Equity and Sustainable Development
■ Participants	2000-2500 HP professionals, students, decision- and policy-makers from key disciplines, institutions, companies and networks from all over the world

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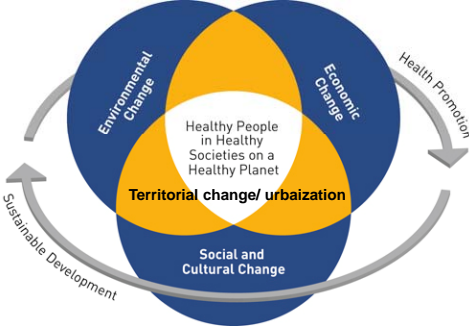
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**4 core challenges**


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### Plenaries (core challenges)



- Opening Plenary on Health Promotion, Equity and Sustainable Development
- Territorial Change and Urbanization
- Social and Cultural Change
- Environmental Change (Climate Change) & Healthy3 -> Illustration of complexity and solutions: Example "Food"
- Economic Change and Global Challenges

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### Sub-plenaries (1)



#### Urban spaces

- Urbanisation and Health:** From Research to Action
- Convergent strategies** for transportation, development, the environment and health: **Lessons** in sustainability and equity from **urban Latin America**

#### Social Determinants of health...

- ...a **foundation to promote a human rights agenda**
- ... how **local health actions** address these
- ... action for improvement and links to the **Renewal of Primary Health Care: New Opportunities for Health Promotion**

#### Crosscutting core themes:

- Building **high impact partnerships for health, equity and sustainable development**
- Contemplating the **science and the art of advocacy**
- Capacity Building – **sustainable financing and infrastructures** for HP
- Learning from other social movements...**

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### Sub-plenaries (2)



#### Quality and knowledge transfer:

- The use of evidence for policy: **evidence-informed decision-making**
- roles of Impact Assessment** in promoting health
- Good, better, best practice ... what quality standards** for Health Promotion ?
- Challenges around the **evaluation** of complex interventions
- Surveillance:** Making Health Promotion Accountable

#### Basics, Innovations, and Challenges in Health Promotion

- Evidence on **Salutogenic Pathways** ...
- Healthy and Sustainable **Settings**...: Reflections and Future Directions
- Health Promoting Architecture** - towards health promoting and sustainable residencies for all
- Building **Consensus** on Domains of **Core Competencies** in Health Promotion
- Mainstreaming Health Promotion...**
- Vision and action for **health promotion in Latin American countries**

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**Parallel Sessions** (30 – 750 participants)



190 symposia, oral presentation sessions, and *“walk on the wild side”* sessions (workshops, world café, open space, electronic poster sessions, ...)

1,000 posters, 16 guided poster sessions

**On key issues such as:**

- | Health Promotion and Sustainable Development
- | Health Equity
- | Environmental/ Climate Change
- | Ethics
  
- | Health Policy and Regulations, governance
- | Advocacy for health
- | (Health) Impact Assessment
- | Best Practice and Quality Improvement
- | Health Promotion Theory and Research
- | Salutogenesis

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**Parallel Sessions** (cont.)



**On key issues such as:**

- | Physical Activity
- | Food and Nutrition
- | Mental Health
- | HIV/ AIDS, ...
  
- | Healthy Aging
- | Indigenous Health; Migrant Health
- | Health Professionals and Practitioners
  
- | Health Promoting and Sustainable Settings
  - | Schools
  - | workplace
  - | Hospitals/ health care settings
- | New media/ technologies

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**Example of program highlights:  
1st healthy<sup>3</sup> Platform for Opinion  
Leaders (POL) in Plenary 3**



- | 5-6 **key decision makers/ senior advisors** from science, corporate, public and non-governmental sector
- | **discuss recommendations** proposed by Interdisciplinary Think Tank (ITT)
- | **check the feasibility of proposed measures**
- | **initiate and facilitate joint actions** in the in the area of sustainable development and health promotion

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**Healthy3 - Platform for Opinion  
Leaders (POL), 14 July 2010 am**



**Keynote speaker:** Rajendra Pachauri, Chairman, Intergovernmental Panel on Climate Change (IPCC)

**Key speaker healthy3:** Prof. Ilona Kickbusch, Lead Author, White Paper „Food System...“

**Panel discussion** on Healthy3-white paper “**The Food System: a prism of present and future challenges for health promotion and sustainable development**”

- | Rajendra Pachauri, Chairman, IPCC
- | Hans Rudolf Herren, Founder and Director of Biovision, Winner of the World Food Prize in 1995, President of the Millennium Institute, Switzerland
- | Mihaly Kökeny, Member of Parliament, Chair of Health Committee, Hungary
- | Laura Liswood, Secretary General Council of Women World Leaders, USA
- | Representative of the corporate sector (tbc)

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**The Plenary on Healthy3:**



- | First cross-cutting challenge chosen by the Healthy3-initiative: **FOOD**

| Result:  
**Healthy3 - white paper on  
“The Food System: a prism of present and future  
challenges for health promotion and sustainable  
development”**

**Matches with the healthy3-objectives:** identify/ elaborate cross-cutting issues/ trends + challenge mindsets...

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### The **Healthy<sup>3</sup>** Interdisciplinary Think-tank (ITT)



(one of two mechanisms of the initiative)

- 25 thought leaders from all sectors with far reaching expertise in the field of sustainable development and/or health promotion

- ITT identified and analysed relevant issues in the area of sustainable development and health promotion and elaborated the first **“White Paper”** on health, food and sustainable development

→ to be discussed at the World Conference on HP **“Geneva 2010”**

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### List of ITT members (as of March 2010)



Name	Position
Adzhead, Fiona	World Health Organization, Geneva, Switzerland
Bennett, Carolyn	Member of the Canadian Parliament, Former Minister of Health, Ottawa, Canada
Burger, Paul	Professor and Head Sustainability Research Programme, University of Basel, Switzerland
Corbière, Tourane	Research Fellow, Industrial Ecology Group, University of Lausanne, Switzerland
Orlitz, Alan	Prof. Biotech, King's College, London, UK
Fischer-Kowalski, Marina	Prof. Social Ecology, University of Vienna, Austria
Groth, Hans	Director Health Care, Pfizer, Zurich, Switzerland
Hamid, Uzma	Head Corporate Citizenship, and Diversity, KPMG, London, UK
Hawkes, Corinna	Research Fellow, Centre for Food Policy, University of Sao Paulo, Brazil
Jane-Llopis, Eva	Head of Chronic Diseases and Wellness, World Economic Forum, Geneva, Switzerland
Kickbusch, Iona	Prof. Global Health, Graduate Institute of International and Development Studies, Geneva, Switzerland
Kopelman, Peter	Principal, St George's, University of London, UK
Kretzel, Wilfried	Former WHO Director for Environmental Health (retired in 2006), Germany
Lizotte, Natacha	Director, Equiterre, Geneva, Switzerland
Mansar, Venkatesh	Director Micronutrient Initiative, Member of The Aga Khan Foundation, Canada
Mueller, Christine	Head Food, Health and Nutrition, Swiss Federal Office for Agriculture, Bern, Switzerland
Pythoud, François	Head International Sustainable Agriculture, Swiss Federal Office for Agriculture, Bern, Switzerland
Simos, Jean	Prof. Environmental Health, University of Geneva, Switzerland
Strelli, Thomas	Member of the Executive Board, Brigger Hanser & Partners, Zurich, Switzerland
Supakorn, Buasai	CEO ThaiHealth, Bangkok, Thailand
Tarschys, Daniel	Prof. in Political Science and Public Administration, University of Stockholm, Sweden
Wachter, Daniel	Head Sustainable Development, Federal Office for Spatial Development, Bern, Switzerland
Zadek, Simon	Managing Partner, AccountAbility, Zurich, Switzerland

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### Healthy<sup>3</sup>-Initiative: White Paper **“Food System...”**



- deals with the food system as a prism of present and future challenges for health promotion and sustainable development

- sets the achievement of a sustainable food system as the joint policy goal

- Paper currently being reviewed and designed (lead author: Prof. Iona Kickbusch, advised by and in close cooperation with a core group and the Interdisciplinary Think-tank [ITT])

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## White Paper Table of Contents (1)



- I. Introduction
- II. The conceptual base of the health promotion and the sustainable development agenda
  - A. Conceptual considerations
    - a) Sustainable development
    - b) Health promotion
    - c) Linking health promotion and sustainability
  - B. Integrating Public Health and Sustainable Development Concepts
- III. How food links health promotion and sustainable development
  - A. The food system
  - B. The links between food, health and sustainable development
  - C. The challenges: equity, health, sustainability
    - a) A more equitable food system
    - b) The challenge: a healthier food system
    - c) The challenge: a more sustainable food system

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## Table of Contents (2)



- IV. The governance of food and health
  - A. The governance challenges in relation to the food system
  - B. The Governance responses at the global level by the UN system
    - a) Food justice: combining the right to food and health
    - b) Food security: ensuring the access to food as a key dimension of health and human security
    - c) Food sovereignty: addressing powerlessness and democratic deficit
  - C. Governance at the national level: the emergence of comprehensive national food policies
  - D. Governance at the local level: the emergence of local food policies
- V. Recommendations
  - A. General recommendations
  - B. Global sustainable and healthy food policies
  - C. National sustainable and healthy food policies
  - D. Encouraging local action for sustainable and healthy food policies
- Outlook + References

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## Healthy<sup>3</sup>-Initiative White Papers



### Aim of the white papers:

- In the 21st century the purpose of governance should be healthy and sustainable development. The series of white papers initiated on occasion of the 2010 IUHPE Conference recognizes the significance of **building a bridge between the health promotion agenda and the sustainability agenda** in order to reach this goal.
- The project Healthy3 will select **a set of 21st century challenges which are of high relevance to health and wellbeing** and share a common purpose with the sustainability agenda.

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**Thank you for your attention.**

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