

20th IUHPE World Conference on Health Promotion, Geneva, Switzerland

More than 1,800 participants “joining forces for Health, Equity and Sustainable Development”

Geneva, 9 July 2010 – On Sunday, 11 July 2010, the 20th IUHPE World Conference on Health Promotion will start in Geneva. Focusing on health, equity and sustainable development, the event will for five days bring together researchers, practitioners and decision-makers from a variety of disciplines.

How can healthier and more sustainable living be promoted in the face of globalization? With depleting resources and increasing environmental risks, how can eroding social solidarity and growing social inequalities within and across countries be stopped? Can equity and sustainable development be achieved through health promotion action on societal determinants of health? These are just three out of a myriad of questions that will be looked at, discussed and – hopefully – also answered at the 20th IUHPE World Conference on Health Promotion.

Global attendance

The IUHPE World Conference on Health Promotion, held every three years, is one of the most important international events in the field of public health and health promotion. IUHPE President David McQueen emphasized the importance of this tri-annual event in the face of an uncertain future and the current financial crisis. “Today, we are compelled more than ever to learn from each other, since effective models worthy of imitation and examples of best practice are especially in demand when financial resources are more restricted. And given the challenges ahead of us – from urbanization to climate change – we all need new allies.”

More than 1,800 participants hailing from some 100 countries will attend the event at the International Conference Centre in Geneva. The conference will start on Sunday, 11 July, at 16.00 with the opening plenary session on the main topic health promotion and sustainable development. From Monday, 12 to Thursday, 15 July, each day will feature one plenary session, five parallel sub-plenaries, a number of parallel sessions as well as a wide selection of other events ranging from poster sessions, exhibitions to social functions that will allow for extensive networking.

Speakers at the plenary and sub-plenary sessions will include high-profile figures from academia, as well as from governmental organisations and NGOs. One keynote speaker is the renowned human rights expert Professor Paul Hunt of the University of Essex (UK), who served as the UN Special Rapporteur on the right to health. Also speaking at the conference will be Marides Fernando, the Mayor of Marikina City (Philippines) who has overseen a paradigm shift in local governance – from service provision to economic management. The full programme can be downloaded from the conference website at:

http://www.iuhpeconference.net/downloads/en/100623_Programmbook-Final-Version.pdf

Healthy3 initiative highlighted

As the local host, Health Promotion Switzerland proposed a conference theme that aims to facilitate the building of bridges between healthpromotion and sustainable development communities. Thinking ‘beyond Geneva 2010’, Health PromotionSwitzerland launched the healthy3 initiative based on a vision to work ‘together for healthy people in healthy societies on a healthy planet’.

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This reaches far beyond the borders of the health [promotion] community to the many other actors and sectors that influence or have an interest in healthy and sustainable development of societies. Water, food, and health are among people's most basic needs. All three are closely interrelated, and they are currently threatened by environmental, social and cultural, economic and territorial changes underway. The white paper 'The food system – a prism of current and future challenges for health promotion and sustainable development' provides a basis to trigger critical solution-oriented debate among opinion leaders.

Healthy architecture is another topic that is taking up the theme of health promotion and sustainable development. In this respect, the initiators look at the ways and means that go beyond simply not using materials that make sick but rather focus on apartments and living spaces as resources that contribute to the well-being of people and to their positive development.

Online Conference Journal

Up-to-date information is available on the official website at www.iuhpeconference.net. For the duration of the conference, the opening page of the official website will be turned in to an online Conference Journal providing topical information on events highlights, summaries of the plenary sessions and other events, interviews, blogs as well as touristic suggestions and other useful information.

About IUHPE (www.iuhpe.org)

The International Union for Health Promotion and Education (IUHPE) is over half a century old and draws its strength from being a unique worldwide, independent and professional association of individuals and organisations committed to improving the health and wellbeing of the people through education, community action and the development of healthy public policy.

About Health Promotion Switzerland (www.healthpromotion.ch)

Health Promotion Switzerland is a foundation financed by the Swiss cantons and insurance companies, and supervised by the Swiss government. The foundation initiates, coordinates and evaluates policies for the promotion of public health on behalf of the Swiss government. Health Promotion Switzerland's long-term strategy focuses on: Health Promotion and Prevention, Healthy Body Weight, and Mental Health and Stress, with a focus on Workplace Health Promotion.

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