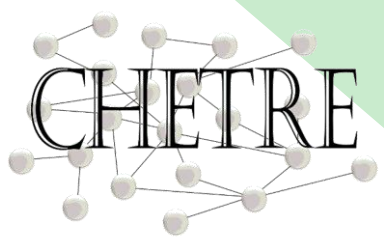




# STRENGTHENING HEALTH PROMOTION POLICY

*Evelynne de Leeuw*





IUHPE – UIPES

INTERNATIONAL UNION FOR HEALTH PROMOTION AND EDUCATION  
UNION INTERNATIONALE DE PROMOTION DE LA SANTÉ ET D'ÉDUCATION POUR LA SANTÉ  
UNIÓN INTERNACIONAL DE PROMOCIÓN DE LA SALUD Y EDUCACIÓN PARA LA SALUD

# Strengthening Health Promotion Policy

16<sup>th</sup> World Congress on Public Health 2020, Rome, Italy

IUHPE Workshop on Health Promotion

13 October 2020







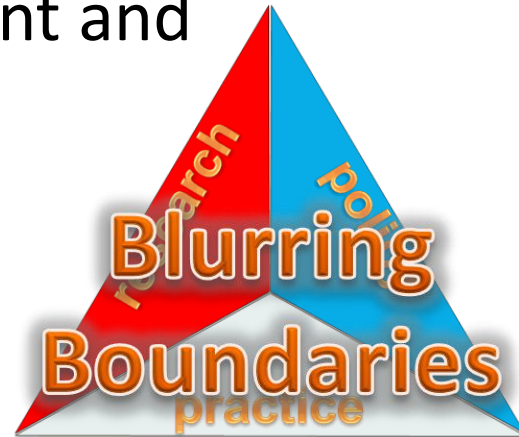
# 24<sup>th</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

MAY 15-19 • 2022 • MONTRÉAL

Promoting  
policies for health,  
well-being and  
equity

# Evidence and policy...

A strange naivete and belief in the rationality and linearity between evidence (knowledge) generation and policy development and implementation



# policy...



- 🌀 Public health (and health promotion) tends to see 'policy' as a tool
- 🌀 ...an **instrument**, **mechanism**, **intervention**.
- 🌀 But 'policy' is the outcome of intricate social discourse
- 🌀 *(which health promotion should be good at...)*
- 🌀 *On top of that: can policy/politics be trusted?*
- 🌀 *(which health promotion should be good at: digital health literacy...)*
- 🌀 All good reasons to actively engage in the process.



# Policy, politics & (S)(C)(P)DoH



- 🦷 Determinants discourse is not (just...) technical
- 🦷 It is about challenging and redistributing access and privilege
- 🦷 We have two critical tools: our brains and our words
- 🦷 And one very strong foundation: 'systems harmony'
- 🦷 (i.e., *ecology, equity, sustainability, inclusion, empowerment*)

# Health promotion core values:



Participation



Empowerment



Partnership



Deliberation

# Health (promotion) political science



## Participation



## Empowerment



## Partnership



## Deliberation

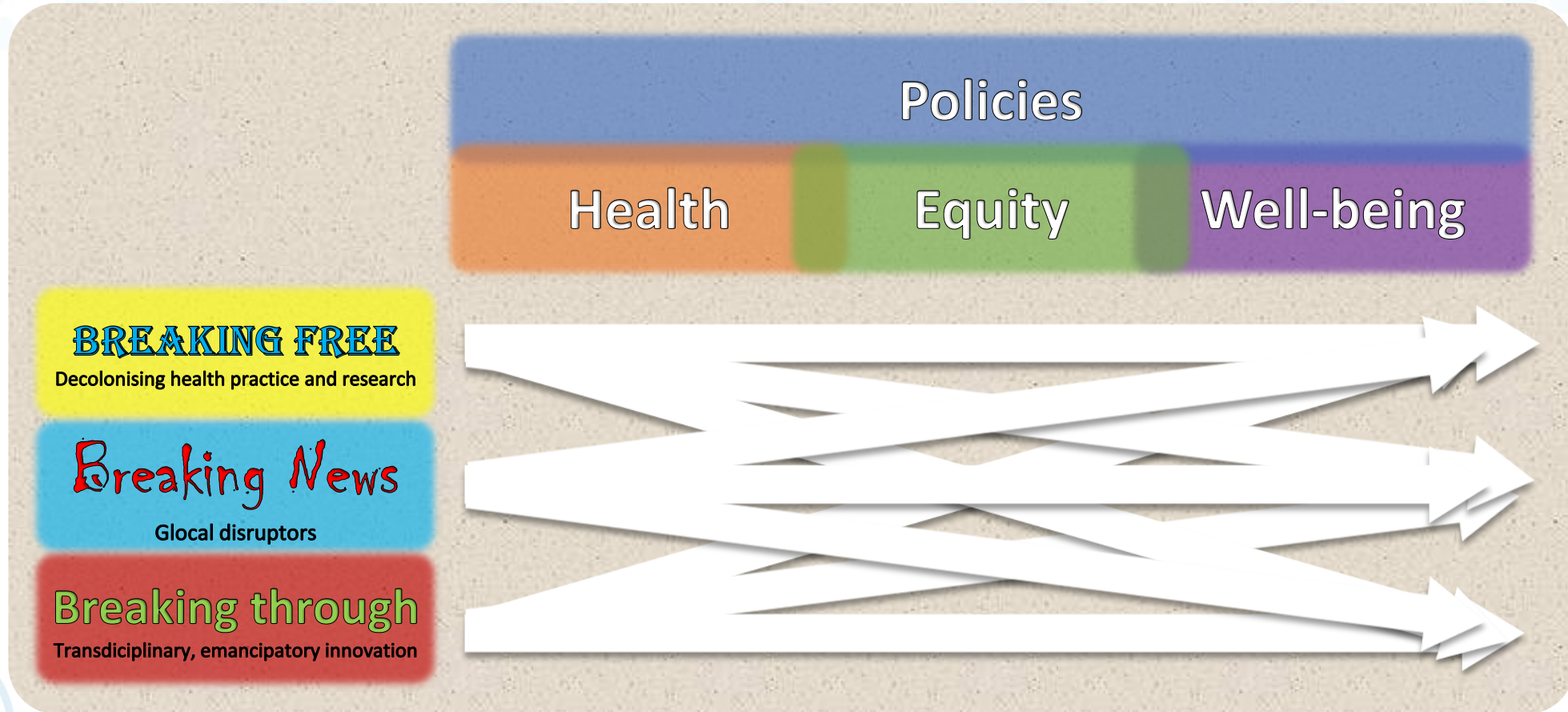


# Let's face it:



As we know, there are **known knowns**; there are things we know we know. We also know there are **known unknowns**; that is to say we know there are some things we do not know. But there are also **unknown unknowns**—the ones we don't know we don't know.

# Where from here?



# BREAKING FREE

Decolonising health practice and research

# Breaking News

Glocal disruptors

# Breaking through

Transdisciplinary, emancipatory innovation



# Thank you!

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