



## Curitiba Statement on Health Promotion and Equity

*To assure Democracy and Human Rights  
in all countries around the world*

**The Curitiba Statement embodies a spirit of local and global commitment to democracy, equity, and justice. It promotes social rights and “health for all” in an inclusive and sustainable world.**

This Statement represents the voice of researchers, practitioners, social movement members and policymakers who participated in the 22<sup>nd</sup> IUHPE World Conference on Health Promotion, held in Curitiba, Brazil in May 2016. The Curitiba Statement articulates the recommendations of conference participants and focuses on how strengthening health promotion and improving equity, can improve people’s lives where ever they live, work, play and learn.

We want to issue a reminder that equity has been recognized as a pre-requisite for health and a key objective of health promotion for at least the past three decades. As the process for creating the Sustainable Development Goals is completed, we must recognize that the achievement of health equity is not a separate goal. Equity is the goal; continuing inequity in gender, race and ethnicity is a sign of system failure.

Participants of the 22nd IUHPE World Conference on Health Promotion recognize their own role and that of global society in pursuing a common agenda and bonds of solidarity: we collectively advocate for the prioritization of democracy and human rights as essential conditions for the promotion of health and equity.

All players involved in the international, national and local arena must try to work together to produce common directions that take into consideration their respective roles.

We urge **International Organizations** to recognize that:

1. Austerity causes inequity: Health is a human right and should not be treated as a commodity.
2. A social and economic system that accelerates capital accumulation and results in extreme wealth concentration is inconsistent with achieving equity goals.
3. Many people live in a threatening and hostile environment; and there is a need to work towards the elimination of those corporate and work practices that harm health, damage the environment, and compromise social cohesion.
4. They have a role in advocating for the implementation and enforcement of progressive income tax policies to address health equity and strengthen the role of the State in promoting social policies.

We call for **Governments at All Levels** to:

5. Implement policies that promote gender and racial/ethnic equity as a main aim and use evaluation measures that account for distribution across those groups.
6. Recognize that citizen participation in health decisions is a right not a concession.
7. Use innovative strategies that strengthen and protect the universal right to health and the well-being of the people of the world at all times and especially during any financial crisis.
8. Enrich their understanding of the threats that affect vulnerable and marginalized populations.
9. Demonstrate better and more transparent use of politics and power.

We recognise that the **Health Sector** should:

10. Be ready to learn from other sectors.
11. Design effective health promotion policies and increase investments in the capacity of health promotion systems to implement them.
12. Advocate recognition by other sectors of the impact their policies have on human health and well-being, affecting mainly vulnerable populations.

We advocate that **Citizens** should be invited to:

13. Engage in critical reflection about their role as active participants in the exercise of citizenship.

14. Exert their great transformative potential in mobilizing and advocating to local authorities the case to put health equity on their agendas – in all policies.

We encourage **Health Professionals and Researchers** to:

15. Adopt new processes to achieve effective social participation, inclusion, intersectoral action and interdisciplinary approaches.
16. Recognize that the practice of health promotion is influenced directly and indirectly by politics and ideologies
17. Use evidence as an instrument for positive social change. We need a science that is both compassionate and culturally sensitive.
18. Play a key role, through the use of effective interventions, in creating a supportive environment and working and living conditions that help ensure the people with whom they work can increase control and influence over the determinants of their health.

We further advocate that everyone – International organisations, Governments, the Health Sector, Health Professionals, Researchers and Citizens – should recognize:

19. Their influence in changing and eliminating all forms of discrimination and exclusion.
20. The potential and capacity of health promotion throughout the life course.
21. That health promotion goals will only be fully achieved by incorporating these four basic principles: **equity, human rights, peace and participation.**

*Publication of this Statement was endorsed by the IUHPE Executive Board on 22 September 2016.*