22ND IUHPE WORLD CONFERENCE ON HEALTH PROMOTION
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CURITIBA-BRAZIL
PROMOTING HEALTH AND EQUITY
Plenary

Closing Ceremony

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Legacy

- something that is handed down from one period of time to another period of time
- what we remember
- a similar concept as heritage-something inherited
- a created idea of history to take to the future
Where did we come from?

- History of PH
- History of HP
- Ottawa
- Since Ottawa
- The Future, the Legacy
What have we learned?

• Since before Ottawa? It is poverty that relates to health inequality

• Since Ottawa? It is inequity and social determinants

• Since Sunday? A lot
Methodology

• In order to capture a “legacy” we needed some type of appropriate methodology. There were no extant useful models to follow and therefore what was undertaken was itself created and quite unique:
  1. A team of over 100 volunteers rapporteurs reported back on every plenary, sub-plenary and the oral presentations to the legacy committee.
  2. They used a standard reporting form with a checklist and then a section of the form to write a summary of the key points made in the presentations and discussions.
  3. At the end of each day these forms were logged and a general summary of the checklist prepared for the legacy committee.

• Arising challenges:
  – Language: Most of the reviewers were writing in their comments in Portuguese; this was not a problem for the pre-coded parts of the review form, but for those on the committee without knowledge of Portuguese this meant dependency on the secondary report rather than a direct examination of what was written. The loss of Paulo Buss as co-chair was therefore a critical dimension.
  – Volume of reports: Overwhelming. I (dvmcq) personally read all the commentaries that were in English and met regularly with a Brazilian colleague who summarized for me the Portuguese, French, and Spanish reports. Nevertheless, one cannot be certain of the validity of this approach.
  – Variation in the quality of the reports submitted. As a result one should consider the dimensions of reliability and validity of the methodological approach.

• Despite the limitations mentioned, one must consider the uniqueness of this approach and applaud the efforts to create a ‘legacy” using a documented synthetic and narrative approach. Much is to be learned from this effort.

Note: this slide was not a part of the original presentation and has been added for reference.
Promoting Health and Equity

• Is this the answer to what we have learned?
What we learned about on Monday

• URBAN CHANGE TO MAKE DIFFERENCES LOCALLY, PAYING ATTENTION TO EMERGING VOICES
• Eco-social determinants of health
• Improving equity in health by developing Health Literate Settings (HLS)
• The Sustainable Development Goals (SDGs) implications and experiences on addressing equity across the regions
• Building a culture of urban nonviolence with human development and quality of life
• Conflicts between public and private interests and their impact on health promotion
Tuesday

• HEALTH IN ALL POLICY AND INTERSECTORAL ACTION: INNOVATIONS IN THEORY, EVALUATION AND RESEARCH

• Health Literacy in all Policies – where are we now and where should we be headed?

• Health in All Policies and intersectoral action in times of financial crisis

• Roadmap for implementing a regional plan of action on Health in All Policies (HiAP) in the Americas: putting it to work

• Bringing evidence for action in Health in All Policies and social determinants of health: the role of surveillance beyond “showing” health disparities.

• Tackling the NCD epidemic - could Freire have done it better? A rotating scene for three solutions
Wednesday

• PATHWAYS TO ACHIEVE SUSTAINABLE AND HEALTHY HUMAN DEVELOPMENT ON A GLOBAL SCALE

• Health promotion and communication responses to disease outbreaks – lessons from “Getting to Zero Ebola” and polio eradication

• Art as a tool and bridge for health promotion

• The new health promotion in Latin America: values, policies, structures and challenges

• Catalyzing the science of solutions to improve health and health equity

• Health literacy: a cross-cutting platform to improve health promotion efforts across low-, middle- and high-income countries
Thursday

• Healthy Cities and citizen-led commitments: making urban change happen
• Health promotion workforce development and professional accreditation at a global level: a world café on opportunities, threats and challenges
• Designing and implementing health promotion policies: a dialog contrasting the Brazilian and Chinese experiences
• Advancing the IUHPE agenda on Health Impact Assessment (HIA)
• Happiness as a value and principle of health promotion
What was old, tried and true?

- Values are in HP foundation
- Eco-social determinants of health
- Health equity
- Health Literacy
What was new, innovative, the future?
What was new

• The continued relevance of equity, also Austerity kills!
• Equity more than health equity
• Equity itself as a value
• Translating equity into the chief concerns of health promotion, namely the role of social structural factors in the causality of good and bad health, HIAP, governance
• Translating equity into the concerns of institutional players: the UN, SDGs, WHO, IUHPE
The major messages of Curitiba

• Move away from the individual-based biomedical model to a socio-structural model
• Less talking the talk – more walking the talk
• Abandon old linear models - we are in the age of complexity
• There is nothing more practical than a good theory – but, there is nothing more useless than a bad theory
More

• Give up prejudices about the superiority of a particular methodology in HP
• In thinking about the Sustainable Goals (SDGs) cultural diversity is critical
• Community participation is a way to empower people
• Address key emergent issues in challenged and marginalized groups (e.g. LGBT, indigenous, migrants).
And, critically

• A core belief of health promotion is to take action on its values
• Social justice and democracy are our core values
• Those in health promotion need to stand in solidarity for social justice and democracy throughout the world and in Brasil.