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

ACTIVITY REPORT 2020-2021
The **International Union for Health Promotion and Education** (IUHPE) is a global non-governmental organisation dedicated to encouraging health promotion action around the world. For 70 years, IUHPE has operated as an independent, professional network of people and institutions committed to improving the health and wellbeing of the people through education, community action and the development of healthy public policy.

IUHPE’s vision is a world where all people achieve optimum health and well-being.

IUHPE strives for health equity and advancement of the health promotion field by:

- Strengthening capacity in individuals, organisations and countries to undertake health promotion activities supported by our Accreditation System and professional networks.
- Advocating for policies and practices that create greater health equity
- Creating and supporting effective alliances and partnerships to improve health outcomes
- Making evidence-based health promotion knowledge and practical experience broadly accessible

Find out more at [www.iuhpe.org](http://www.iuhpe.org).


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IUHPE ACTIVITY REPORT 2020-2021
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Message from IUHPE President

I am pleased to present the 2020-2021 Activity Report, which outlines the impressive range of activities undertaken by IUHPE over the last two years. This has been both a challenging and busy period and this report showcases the many positive developments and activities that have been initiated in partnership with our members and partners globally.

In response to the pandemic, IUHPE members have actively engaged in supporting the efforts of international agencies, governments and local communities, disseminating knowledge and gathering data to guide effective action. Two special issues of *Global Health Promotion* were published on health promotion perspectives on the pandemic. The IUHPE COVID-19 Response project, with funding from Vital Strategies, undertook community-based health promotion initiatives in four African countries, involving a South-South collaboration with India in the second phase of the project. I salute the leadership and incredible work undertaken by our partners from Kenya, South Africa, Zambia and Zimbabwe and the Voluntary Health Association of India, who worked to support some of the most vulnerable communities in their countries during the COVID-19 crisis.

IUHPE members were also active in advancing health equity, tackling structural racism, working across sectors to achieve the Sustainable Development Goals and addressing the challenges of NCDs, mental health, planetary health and wellbeing. We are pleased to have developed international collaboration on NCDs and advocacy work in low and middle-income countries with Vital Strategies and our international partners at the Voluntary Association of India and look forward to developing this work further in the coming years. We also congratulate the People-Planet-Health project leaders in bringing together inspiring grassroots initiatives, led by young people and civil society groups, working to create local solutions to tackle the global challenges of planetary health. This initiative has contributed to a position paper that has informed new mechanisms for policy development at local, national and global level working in collaboration with WHO.

IUHPE Global Working Groups have also been active, producing scholarly publications, including a Handbook of Salutogenesis and Healthy Settings-Based Health Promotion, both of which will be valuable resources for health promotion scholars, students and practitioners. We also welcome the establishment of two new IUHPE Global Working Groups, on Mental Health Promotion and Waïora Planetary Health and Human Wellbeing, which will provide important platforms for advancing knowledge and good practices in these critical areas of work.

The year 2021 marked 70 years since IUHPE was formally established in Paris in May 1951. The formation of this forward-looking NGO took place at a time of great social, economic, cultural and global change in the years following the Second World War. This period led to the formation of the UN agencies, with the World Health Organization being established in recognition of the need for global leadership in developing public health systems and the importance of global cooperation. We are again at a time of significant global change and turbulence, with the pandemic offering a sharp reminder of the need for resilient and flexible public health systems, the critical role of Health Promotion in addressing complex health challenges, and the need for effective global cooperation being more important than ever. The 70th
celebration offered an opportunity for critical reflection on the rationale and enduring importance of a membership-based, independent professional organization such as IUHPE and what it can accomplish for global health promotion.

Seventy years on, IUHPE remains committed to its founding principles and its core mission:

“to promote global health and wellbeing and achieve equity in health between and within countries of the world”.

Our unique global network of people and agencies unites health promoters across countries in this common mission, fostering collaboration and exchange in advancing the development of health promotion practice, policy and research. This critical role is enabled through the organization’s key functions of advocacy, partnerships, leadership, capacity development, knowledge development and translation.

It has been a great honour for me to hold the presidency in this 70th anniversary year and to convene, with members of the Executive Board, a series of celebratory events, details of which are covered in this report and in a special digital publication to mark the anniversary celebrations. I encourage you to take the time to read the 70th anniversary special issue of *Global Health Promotion* and to view the webinar series and interviews with our two worthy recipients of the IUHPE 70 Lifetime Awards – and Dr Rosemarie Erben and Dr David McQueen.

The anniversary also provided a strategic space for the organization to reflect on achievements, consider current challenges and re-envision the future for health promotion globally. We are committed to working with our members and partners in strengthening the implementation of health promotion and this mission will be supported by our new Strategic Plan (2021-2026) launched in 2021. This Plan brings a clear focus on developing the health promotion field and strengthening health promotion systems to ensure the implementation of effective actions for advancing health and well-being sustainably.

An important aspect of this endeavour is the ongoing implementation of the IUHPE Health Promotion Accreditation System, which has accredited individual health promotion practitioners and postgraduate level educational programmes globally. This competency-based framework provides a quality assurance function for health promotion practice and shapes the curricula for postgraduate training and professional development for the next generation of health promoters. The International Student and Early Career Network (ISECN) has also been very active in supporting career development opportunities, participating in the anniversary events and launching new initiatives such as the Mentoring pilot programme.

Following on from a very successful European conference in June 2021, a key focus has been planning for the 24th IUHPE World Conference on Health Promotion, which will convene online from May 15 to 19, 2022, thanks to our hosts and partners in Montréal (Québec, Canada). I would like to acknowledge the incredible hard work of all the committees involved and the tireless efforts of Professor Louise Potvin and Professor Evelyne de Leeuw, respective Chairs of the Global Organizing and Scientific Committees, in planning this event during such uncertain times. We are pleased to be able to offer an exciting and informative online programme addressing the theme of; “Promoting policies for health well-being and equity.” I hope that you will join us for the 24th IUHPE World Conference and connect with health
promoters globally in considering new approaches and better and fairer policy responses to old, recurrent, and new issues in advancing the health promotion and well-being agenda.

We value our close collaborations with all our partners, NGOs, governmental and UN agencies, in strengthening the development of health promotion and advancing health equity. We look forward to working with the World Health Organization in ensuring implementation of the vision for well-being societies as outlined in the Geneva Charter for Well-being published in December 2021.

This Activity Report demonstrates the positive collaborations and initiatives that have been possible in advancing the health promotion agenda. I would like to thank all our members and partners, without whom these activities would not be possible. I extend a warm welcome all our new members and look forward to your active engagement and involvement in shaping the organization’s agenda in the years ahead.

I am grateful to the Secretariat, the Executive Board, our members and partners around the globe for your continued dedication and commitment, which makes these positive developments possible. We look forward to our ongoing collaboration to enhance the further development of health promotion and its implementation across countries in the coming years. We invite you to join us in this endeavour and contribute to our strategic developments and activities, details of which you can read more about in this report.

Professor Margaret M. Barry
President of IUHPE
Message from IUHPE Executive Director

Commitment to a mission and goals while adapting to changing circumstances characterizes much of my work as Executive Director of IUHPE, but this has felt particularly true during the past two years. Since the onset of the COVID-19 pandemic, the International Secretariat has seen various professional and personal challenges, departures and arrivals, and work from near and distant homes. Projects were put on hold as new opportunities arose. Online tools were harnessed more than ever to convene partners, progress on joint projects, hire and train new staff, plan and hold important events, and of course, celebrate the 70th anniversary of IUHPE.

For their ability to balance flexibility and rigour throughout this period, and for the progress and many achievements highlighted in this Activity Report covering two years, I am very grateful to our Secretariat team; to the members of the Executive Board and our President, Professor Margaret Barry; to the Global Health Promotion Editorial Team, to our Global Working Groups and Networks; to the contributors to our Accreditation System; as well as our various partners named throughout this report.

The work presented here also lays the ground for the many topics to be discussed at 24th IUHPE World Conference on Health Promotion, an opportunity for our colleagues, partners and members everywhere to advocate for the critical role of health promotion, now more than ever, in informing policy, and to highlight the many and unique contributions of our field to existing and emerging issues that impact equity in health and well-being.

Liane Comeau
Executive Director of IUHPE
Planning for Systemic Change: IUHPE’s Strategic Plan

The central theme and overarching framework that informs the updated 2021-2026 **Strategic Plan** is a systems approach to health promotion. The Strategic Plan places the strengthening of health promotion systems at the centre of our priority actions. This is informed by the key requirements and enablers for strengthening health promotion systems, as outlined in a Position Statement published by the International Union for Health Promotion and Education in 2018\(^1\). These system requirements, seen as critical for effective action, inform and underpin this Strategy.

**The Strategic Priorities identified for 2021-2026 are:**

- Action on the determinants of health, including planetary health and the Sustainable Development Goals (SDGs)
- Addressing global challenges to health and health equity, including noncommunicable and communicable disease and promoting mental health and wellbeing
- The development of the health promotion field

These priorities are supported by Operational Measures, which align with the portfolios of IUHPE Vice Presidents: advocacy, partnerships, leadership, capacity development, knowledge development and translation, communication, membership development and effective governance.

We thank the National Members of IUHPE who took the time to review and provide comments on a draft of this Strategic Plan.

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Celebrating the 70th Anniversary of IUHPE

Our Union was created in May of 1951 by Professor Jacques Parisot, under the name Union for Health Education/Union Internationale d’Éducation Pour La Santé. Dr. Parisot was a forward-thinking public health physician who worked at the University of Nancy, France, and had a strong association with the WHO: he signed the Constitution of the Organization for France at the International Health Conference of 1946, in New York.

In 2021, IUHPE entered its 70th year of existence. While this meaningful anniversary could not be celebrated with a “live” event, a committee of Executive Board members led by Professor Margaret Barry planned and delivered the following activities:

- A series of webinars showcasing the work of IUHPE Global Working Groups and Regional Committees
- A celebratory session with invited guests and awards during the closing of the 11th IUHPE European Region Conference
- A special issue of our journal, Global Health Promotion

The details of these activities are provided in subsequent sections. They are also captured, along with a selection of historical highlights, in a digital booklet created by Professor Ann Pederson, Vice President for Marketing and Fundraising (2019-2022): Working Globally for 70 Years to Advance Health and Equity.

For a perspective of the first 50 years of IUHPE, we refer readers to a publication examining the history of the organization through the lens of IUHPE World Conferences: “A Long Way to Health Promotion, Through IUHPE Conferences 1951-2001”. It was edited by the recently deceased Maria Antonio Modolo and by Joyce Mamon.
Advocating for and promoting policies and practices to advance health promotion and health equity

During the past two years, the COVID-19 pandemic has shone light on the power of a crisis to disproportionately impact those who already experience vulnerability. It is also understood that climate change and its impact on the health of our planet will continue to render circumstances more difficult for many disadvantaged populations. Approaches that are multifactorial and multidisciplinary in nature, well known to the field of health promotion, can mitigate the effects of crises. They can also directly address the determinants of health and well-being so that the health and well-being of all are better protected, at all times.

Project on supporting the COVID-19 response in the African Region and India

This project was made possible by funding from Vital Strategies. It addresses the critical role of effective and culturally appropriate risk communication, based on health literacy principles, community empowerment and capacity building in ensuring effective health protective and promoting behaviors in response to the COVID-19 pandemic at a community level. A first phase was carried out in 2020-2021, with trusted partners in Kenya, South Africa, Zambia and Zimbabwe, with support from a global Project Management Group. The final report for Phase 1 was published in 2021 and a shorter Phase 2 was rolled out from Summer to Fall of 2021. This second phase extended its geographic reach with a new partner, the Voluntary Health Association of India.

Country Leads:

**Dr. Hans Onya**, Executive Director of Benasha Health Consortium and Research Associate at the University of Limpopo in South Africa.

**Dr. Mary Nyamongo**, Founding Director of the African Institute for Health and Development and member of the IUHPE Executive Board/Interim Vice-President for the African region.

**Professor Dr. Davison Munodawafa**, Lecturer at the Thammasat Global Health Program- Health Promotion and Social Determinants of Health, Midlands State University, Zimbabwe and former VP for African region, IUHPE.

**Dr. Oliver Mweemba**, Head of Department of Health Promotion and Education in the School of Public Health, University of Zambia.

**Dr. Nancepreet Kaur**, Program Manager at the Voluntary Health Association of India.
This project lead to many successful initiatives and positive outcomes, further details of which can be found in the evaluation reports. The project leads and colleagues will share their findings and results at the 24th IUHPE World Conference on Health Promotion. Cases from the project are discussed in a recent article published in *Health Promotion International* on community engagement as a strategy to mitigate the impact of emergencies such as the COVID-19 pandemic. In addition, IUHPE Project Lead for NCD Prevention and Advocacy, Madeleine Malone, has drafted a paper based on this experience as grounds to further advocate for the relevance of health promotion actions and systems approaches during health emergencies.
People Planet Health Project

The People-Planet-Health project is led by Lucerne University of Applied Arts and Sciences, University of Nottingham and the National University of Ireland Galway, and the International Union of Health Promotion and Education (IUHPE). It is supported by the IC-program of Lucerne University of Applied Arts and Sciences, Switzerland. A first phase of the project was launched in July 2020, and a second phase is in preparation for 2022.

Context

At the IUHPE 2019 World Conference, in Aotearoa New Zealand, the IUHPE Rotorua statement was approved calling for urgent action to promote planetary health and sustainable development. Based on the 17 Sustainable Development Goals (SDGs), we conceive of sustainable development as a creative process in and between different social and cultural contexts. This process has been initiated by grassroots activists across the world.

People-Planet-Health aims to collect, communicate and connect existing initiatives and projects in a “bottom-up”-process to give voice, visibility, support, network, and sustainability opportunities to local projects, initiatives, ideas, and groups that interconnect planetary health and health promotion. Thereby we are giving voice to local grass-root initiatives and activist-groups led by young people in the preparation of a position paper that will inform the development of a new WHO Global Health Promotion Strategy. By linking young people globally to empower them to directly influence the future of planetary and human health, this project provides a model for global participatory policy development.

Position Statement

Local actors representing all inhabited continents uploaded their initiatives in an interactive website based on a tag-cloud system (social bookmarking). This served as the basis for the position statement. The position statement is also currently available in French and Spanish and Arabic.
Launch Webinar
The project launch webinar is also still available for viewing: “No Health without Planetary Health,” held on 13 July 2020, with Dr Ruediger Krech, Director of Health Promotion at WHO; Professor Doctor Claudia Meier Magistretti and Assistant Professor Jake Sallaway-Costello, the project leads; and Jake Brown & Omnia El Omrani, youth activists.
Development of an Audit Tool for Health Promotion Systems

A systemic approach to health promotion can arguably impact the health of populations, and equitably so, better than uncoordinated actions across a range of sectors or actors. The International Union for Health Promotion and Education (IUHPE) has proposed ten requirements for strong health promotion systems to support health and well-being. The Audit Tool aims to build on this framework by providing operational guidance on how to assess existing systems, prioritize areas for improvement and to successfully advocate for its adoption.

IUHPE mobilized an Advisory Committee for the ongoing development of this Audit Tool. Members were recruited for their experience in developing similar competency-mapping tools and their experience in planning and implementing actions from within global organizations, and their knowledge of existing tools that can inform our process. The goal is to provide a comprehensive systemic perspective that will allow jurisdictions (e.g. country, city, municipality) to gain clarity on the current capacity, strengths, and weaknesses of their health promotion systems, taking account all requirements. This, in turn, will support prioritizing and planning exercises.

The committee includes Trevor Shilton (former IUHPE Vice-President for Advocacy), Graham Robertson (President of IUHPE 2016-2019), and two external members: Gerry Eijkemans, Unit Chief of Health Promotion and Social Determinants of Health (PAHO) and Professor Vivian Lin (University of Hong Kong).

Over the next year, a collaborative process for developing the Audit Tool will be initiated with the aim of engaging partners in the piloting of the tool in a range of contexts, as this is a necessary second phase to the initial work. The initiative is timely, as the COVID-19 pandemic has shown important gaps in health promotion systems worldwide. Tools that can help increase the resilience of systems as well as their ability to respond to crises equitably and according to the needs of their populations can jurisdictions better prepare for current and future needs.
As of May 2020, the host institution of IUHPE’s International Secretariat, Université de Montréal, gradually resumed research and teaching activities after a closure due to the COVID-19 pandemic. The IUHPE Secretariat supported the Vice-Rectorate for Research in developing a series of educational modules for the university community, touching on the symptoms of COVID-19 and the preventive measures to adopt, based on the best sources of evidence available in Québec and beyond. These modules formed part of a mandatory online training aiming to minimize the spread of COVID-19.
Making evidence-based knowledge in health promotion broadly accessible

**IUHPE conferences**

**European Conference**

The *11th IUHPE European Conference on Health promotion*, 15-16 June 2021, and the *6th International Conference on Salutogenesis*, took place June 15-18 and were hosted by the Health Promotion Chair of the University of Girona, Spain, and multiple partners.

Both events were a success, with more than 300 participants from 33 countries joining online to present and discuss their work on various engaging themes. The [Girona statement](#) indicates the key challenges addressed in this conference.

A celebration of IUHPE’s 70th Anniversary with several distinguished guests marked the transition between the two conferences and was streamed live for all to access freely. The celebratory session also included the bestowment of two [Jacques Parisot Awards](#) from IUHPE, for their lifetime contribution to the field of health promotion: Dr. David McQueen and Dr. Rosmarie Erben.

You can [revisit the commemoration](#) on the IUHPE YouTube channel.
Shown here: Dr. Liane Comeau, IUHPE Executive Director; Dr. Geneviève Chêne, Director General, Santé Publique France; Professor Didier Jourdan, UNESCO Chair ‘Global Health and Education’ and Head of the WHO Collaborating Centre for Research in Education & Health, Université Clermont Auvergne, France; and Dr. Erma Manoncourt, IUHPE Vice-President for Membership, President, Management & Development Consulting, Inc. USA / Adjunct Professor, Paris School of International Affairs, Sciences Po France.

World Conference

Preparations for the 24th IUHPE World Conference on Health Promotion, to be held May 15-19 2022, were underway through the period covered by this Activity Report.

For their efforts through these challenging times, we thank our various committees, the host, the School of Public Health of the Université de Montréal, and the local consortium of partners for their commitment to the event: the Québec National Institute of Public Health, the Montréal Regional Directorate of Public Health as part of the “Centre intégré universitaire de santé et de services sociaux du Centre-Sud-de-l’Île-de-Montréal“, the Université de Montréal Hospital Centre, and the “Centre hospitalier universitaire Sainte-Justine“.
IUHPE Participation in WHO Events

WHO 10th Global Conference on Health Promotion

The year 2021 ended with a great celebration of health promotion and its community at the **WHO 10th Global Conference on Health Promotion** (December 13-15). IUHPE was heavily involved in the preparation of its content and our members were present throughout the programme.

During the Plenary entitled “Building a shared commitment to wellbeing”, IUHPE President Professor Margaret Barry welcomed the publication of the Geneva Charter for Well-being and called on WHO to develop a global action plan for health promotion to strengthen implementation of health promotion and ensure that the vision for well-being societies can be realised.

We invite you to engage with the [Geneva Charter for Well-being](https://10gchp.org/), which built on the Ottawa Charter for Health Promotion and the legacy of nine global conferences on health promotion, and was enriched by the discussion of the latest edition.

https://10gchp.org/

WHO World Health Assembly

The **73rd and 74th World Health Assembly** of the World Health Organization were held online in 2020 and 2021.
Several IUHPE Executive Board members and International Secretariat staff attended portions of these events. The image above (shared on the WHO Twitter account) illustrates the set-up in Geneva in the context of this unique Assembly (namely distance between speakers and the cameras and screens).

During WHA74, in particular, health promotion themes were explicitly addressed by the Director General, Dr. Tedros in his opening speech and in the agenda, namely through items on the Social Determinants of Health, Universal Health Coverage and WHO’s goal of “One billion more people enjoying better health and well-being”.

We invite you to read IUHPE’s Statement on the Mental Health Preparedness for and Response to the COVID-19 Pandemic agenda item on the WHA platform, which is derived from the Position statement published by the IUHPE Global Working Group on Mental Health Promotion.

Also in 2021, in preparation for the WHA, the WHO organized an Informal meeting with non-State actors in official relations with WHO (April 20-22, 2021). Members of the IUHPE Executive Board and International Secretariat attended this event as well. It was a good opportunity to hear from other civil society actors on points of common interest. We look forward to engaging in future activities for non-state actors and continuing to advocate for health promotion approaches in this context, in collaboration with other civil society actors.

**Global Health Promotion**

Global Health Promotion is an official publication of the IUHPE. All of our active members receive a subscription as part of their benefits. This quarterly journal publishes authoritative peer-reviewed articles and practical information in English, French and Spanish for a worldwide audience of professionals interested in health promotion and health education. It aims to provide an international and interdisciplinary forum for the dissemination and exchange of theory, empirical research and evaluation about health promotion practice, health education and public health, with emphasis on intervention research findings and innovative strategies for health promotion.

As we entered the COVID-19 pandemic, it was deemed important to showcase the voice of health promotion in terms of the response to this crisis and prevention efforts. The response to the call for abstracts was so positive that two full special issues were published in March and June of 2021. In addition, more papers are available in the living collection on the pandemic, published Open Access or free to access, as result of an agreement with Sage publisher to make available the publications on the pandemic: [https://journals.sagepub.com/page/ped/collections/covid-19](https://journals.sagepub.com/page/ped/collections/covid-19)

**GHP highlights and achievements:**

An increase of the Impact Factor from 1.188 (2019) to 1.976 (2020)

The volume of papers submitted to the journal doubled in 2020 (474 manuscript submissions in 2020, 109% increase on 2019). This trend seems to continue in 2021, according to the data available at this point.

The time to publication, a main performance indicator, decreased to 36 days average in 2020, (compared to 85 days in 2019).
To draw attention to this collection and its contributions to the health crisis, two webinars were organized. On June 7th 2021, a webinar presenting the North American perspectives was hosted by Editor in Chief Dr. Erica Di Ruggiero and Paola Ardiles, Guest Editor for the special issues. On July 21, the second webinar presenting an international perspective was hosted by Associate Editor Diane Levin Zamir. Several authors participated in these activities.

In addition, in March 2021, A supplement sponsored by the Institut national du cancer (France) was published: La recherche interventionnelle en santé des populations pour lutter contre les inégalités sociales et territoriales de santé. This supplement includes contributions from France and other francophone countries and features several articles in French. It is available here, free access: https://journals.sagepub.com/toc/pedb/28/1_suppl

The December issue of 2021 is dedicated to the 70th anniversary of IUHPE, with Professor Margaret Barry, IUHPE President, as Guest Editor: Visioning the Future of Health Promotion: Learning from the past, shaping the future. This issue contains a range of thoughtful contributions that highlight opportunities for the health promotion field in the coming years.

These achievements are made possible by the commitment and dedication of the Editor in Chief and the Editorial Board, working tirelessly and closely with the Managing Editor, Dr. Ana Gherghel, and the production team at Sage Publishing. Stay tuned for more from GHP: In 2022, there will be a call for IUHPE 2022 conference papers.

Global Health Promotion Editorial Office 2020-2021

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IUHPE Associated Journals

The following are made available to IUHPE members at a discounted rate through signed collaborative agreements.

**Critical Public Health** is a peer-review journal for researchers and practitioners working in public health, health promotion and related fields. It brings together international scholarship to provide critical analyses of theory and practice, reviews of literature and explorations of new ways of working. The journal publishes high quality work that is open and critical in perspective and which reports on current research and debates in the field. The journal encourages an interdisciplinary focus and features innovative analyses.

**Health Education Research** deals with all the vital issues involved in health education and promotion worldwide - providing a valuable link between the health education research and practice communities. The journal invites original contributions in any area of research in health education and educational aspects of health promotion. The perspective is international, and the journal publishes material on both theoretical processes and models, and on their practical implementation.

**Health Promotion International** responds to the move for a new public health throughout the world and supports the development of action outlined in the Ottawa Charter for Health Promotion. The journal provides a unique focal point for articles of high quality that describe not only theories and concepts, research projects and policy formulation, but also planned and spontaneous activities, organisational change, social and environmental development.

The **International Journal of Public Health** provides an up-to-date source of knowledge and a platform for discussion about public health research and practice for authors and readers worldwide. The journal has a special focus on findings and methods from health survey research, risk factor surveillance and health promotion. The originality of this journal lies in the wide range of manuscripts accepted for the different sections that organise the content.
Strengthening capacity in health promotion practice

Accreditation System

Health Promotion requires specific competencies and health promoters can contribute in unique ways to issues that impact our health. In addition, successful implementation of health promotion policies and programmes depends to a great extent on the professionals leading them having the appropriate levels of skills and knowledge to do so effectively.

IUHPE has developed an Accreditation System that promotes quality assurance, competence and mobility in Health promotion practice, education and training globally.

National Accreditation Organizations

During 2020-2021, a new National Accreditation Organisations (NAO) was created in New Zealand, through the Health Promotion Forum of New Zealand. They are planning to start their operations in 2023.

They join two other currently active NAOs: The Australian Health Promotion Association (AHPA) and the Association for Health Promotion Ireland (AHPI). These NAOs are responsible for registering all health promotion practitioners in their catchment area/country.
Courses and Practitioners

The IUHPE Health Promotion Accreditation System offers voluntary registration of health promotion practitioners and accreditation of health promotion courses that meet specified criteria based on the IUHPE Core Competencies. ‘IUHPE Registered Health Promotion Practitioners’ and ‘IUHPE Accredited Health Promotion Courses’ are listed in the IUHPE Global Register and gain international recognition.

11 Health Promotion courses were accredited in 2020-2021:

- Bachelor of Health Science (Health Promotion), Edith Cowan University, Australia
- Bachelor of Public Health (Specialisation), CQ University, Australia
- Bachelor of Health Promotion, University of Notre-Dame, Australia
- Bachelor of Health Promotion, Dalhousie University, Canada
- Health Promotion Tallinn Health Care College, Estonia
- Master’s Degree Programme in Health Care and Social Services, Health Promotion, JAMK University of Applied Sciences, Finland
- Postgraduate Diploma/MA in Health Promotion, National University of Ireland Galway, Ireland
- BSc (Hons) Public Health and Health Promotion, Institute of Technology, Sligo, Ireland
- BSc Health Science and Physiology, Institute of Technology, Sligo, Ireland
- BSc (Hons) Health Science and Physical Activity, Institute of Technology, Sligo, Ireland
- MSc Public Health / MSc Public Health (Nutrition), University of Southampton, United Kingdom

Over 160 health promotion practitioners are currently registered through IUHPE’s global service and Australia- and Ireland-based NAOs.
Expanding the health promotion network

IUHPE’s strength lies in the skills and knowledge of our membership, and the capabilities of Regional Offices and International Secretariat in securing partnerships and resources to enable us to reach our goals.

Members

IUHPE members include government bodies, universities and institutes, NGOs and individuals across all continents working to promote health and address health inequities globally. Our members are vital to making a difference in addressing global challenges to health and well-being.

At the end of 2021, IUHPE has a total of 530 members (including institutional and individual members) distributed as follows in 7 regions (Africa – AFRO, Europe – EURO, Eastern Mediterranean – MED, North America – NARO, the Northern Part of the Western Pacific – NPWP, Latin America – ORLA, South East Asia – SEAR and the Southwest Pacific – SWP):
At the end of 2021, the IUHPE membership was divided as follows by category:

**Institutional members** are organisations of international, national or local scope that promote one or more aspects of health. This category of membership includes:

- National health promotion and public health agencies;
- Academic institutions including universities, training centres, schools of health promotion and public health and other institutions who provide education, training, research and capacity building in health promotion;
- Regional/local institutions with a health promotion remit.

**Individual members** support IUHPE’s mission, goals and objectives. IUHPE offers reduced fees to **Student** and **Retired members**, and recently added another discounted category: **Early Career members**.

**Honorary members** are individuals or organisations who make a special contribution to the mission of IUHPE.
IUHPE recognises and values the continuing support and engagement of all our members in IUHPE activities. In 2020-2021, IUHPE had the pleasure of welcoming new institutional members from different parts of the world.

2020

- Health Promotion Research Centre at NUI Galway, Academic, Ireland
- Council of Community Medical Services India, Academic, India
- Health Promotion Maastricht, Academic, Netherlands
- Tallinn Health Care College, Academic, Estonia
- Department of Community Health Sciences and the O’Brien Institute for Public Health, University of Calgary, Academic, Canada
- Health Holding Company Project, National, Saudi Arabia
- Queensland University, Academic, Haiti
- Universitas Nahdlatul Ulama Surabaya, Academic, Indonesia
- Fachhochschule Burgenland GmbH, Academic, Austria
- Te Kura Tātai Hauora, Te Herenga Waka, School of Health, Victoria University of Wellington, Aotearoa, New Zealand
- Georgian Health Promotion and Education Foundation, Regional, Georgia
- Campus Salut - Universitat de Girona, Regional, Spain
- Health Promotion Alliance Cameroon (HPAC), Regional, Cameroon

2021

- Abu Dhabi Public Health Centre, National, United Arab Emirates
- Arewa med 1, Regional, Cameroon
- Australian College of Physical Education, Academic, Australia
- Campus Salut - Universitat de Girona, Regional, Spain
- Dipatimento Scienze Mediche e Sanità Publica Università di Cagliari, Academic, Italy
- DIPSALUT - Organisme Autònom de Salut Pública de la Diputació de Girona, Regional, Spain
- Fachhochschule Burgenland GmbH, Academic, Austria
- Faculty of Health, Victoria University of Wellington, Academic, New Zealand
- Georgian Health Promotion and Education Foundation, Regional, Georgia
- Health Promotion Alliance Cameroon (HPAC), Regional, Cameroon
- Ligue Nationale des Municipalites du Congo-Kinshasa, Regional, Dem. Republic of the Congo
- Public Health Universitas Muhammadiyah Surakarta, National, Indonesia
- Radboud UMC, Academic, Netherlands
- Research Institute for Healthcare Organization and Medical Management of Moscow Healthcare Department (NIIOZMM), Academic, Russian Federation
- SIA Società Italiana di Alcologia, Regional, Italy
- Symbiosis International, Deemed University, Academic, India
- Tel Aviv University, Academic, Israel
- University of Copenhagen, Academic, Danemark
- University of Zurich, Academic, Switzerland
- Zurich University of Applied Sciences (ZHAW), Academic, Switzerland
IUHPE Global Working Groups and Networks

IUHPE Global Working Groups (GWGs) and Networks gather professionals around common interests, profiles or expertise. They provide IUHPE members with a unique opportunity to be involved in the IUHPE life and work plan, and in health promotion development, at a global level.

ISECN Network

Student and Early Career members are encouraged to engage with our International Student and Early Career Network (ISECN), which was very active in 2021, participating in the anniversary events and launching new initiatives such as the ISECN Virtual Fireside Chats and the Mentorship Program piloted in 2021.

Through these events, ISECN members can meet accomplished health promotion professionals in a casual and informal setting and ask them career development questions. It is also a great way to network and meet each other.

Co-chairs:

Nikita Boston-Fisher

Humaira Nakhuda
New Global Working Groups

Two new groups were launched during 2020-2021: The GWG on Mental Health Promotion and the GWG on Waïora Planetary Health.

**Mental Health Promotion (Chair: Margaret Barry)**

**Mission**

To advance mental health promotion policy, practice and research, and support evidence-based action and training that will contribute to population health and wellbeing and reduce health inequities within and between countries globally.

**Aims**

- To position mental health promotion more centrally within the global health promotion field and health systems, enhancing recognition of its contribution to population health, wellbeing and equity;
- To advocate for a greater focus on implementing mental health promotion within the global and national health and sustainable development agendas;
- To provide a platform for the sharing of knowledge and good practice among mental health promoters globally;
- To build workforce capacity for mental health promotion through identifying core competencies and education and training for practice.

**Waïora Planetary Health (Co-chairs: Sione Tu’ïtahi and Claudia Meier Magistretti)**

**Mission**

- To advance the aim of the conference and its two Legacy statements in order to be more central to IUHPE’s aims and activities;
- The group members to contribute to, and collaborate with IUHPE in the fields of planetary health and health promotion for mutually beneficial outcomes.

**Aims**

- To enhance a planetary consciousness in health promotion;
- To contribute an eco-social understanding of planetary health and human wellbeing into health promotion;
- To value indigenous ways of knowing about the world, including spirituality and reverence for nature;
- To collaborate and share knowledge with other GWGs within IUHPE, and external groups working in the field of planetary health;
- To contribute to the research, teaching, policy-making and practice of planetary health and human wellbeing in health promotion;
- To contribute to the translation of planetary health and human wellbeing in health promotion into practical applications at all levels, from the global to the local.
Publications

The IUHPE Global Working Group on Salutogenesis published a position paper on “Future directions for the concept of Salutogenesis.” The paper, approved by the IUHPE Executive Board at its December 2020 meeting, is a summary of the full article “Future directions for the concept of salutogenesis: a position article” published in Health Promotion International, 2020.

This paper and respective article follow the work developed in the Handbook of Salutogenesis, namely the identification of four key conceptual issues to be advanced to develop the full potential of Salutogenesis for the field of health promotion and beyond.

Strengthening individual and community adaptative capacities in times of pandemic: the role of the sense of coherence, Written by: Mélissa Généreux, Mathieu Roy, Claudia Paré and Julie Lévesque

This publication has been endorsed by the IUHPE and the Réseau francophone international pour la promotion de la santé. It also benefited from the collaboration and support of the IUHPE Global Working Group on Salutogenesis.

The IUHPE Global Working Group on Mental Health Promotion published the Mental Health Promotion GWG Position Statement.

This document is also available in French, Spanish, Italian, Swedish and Finnish.

List of active Global Working Groups and Chairs in 2020-2021:

- **Health Impact Assessment**, Thierno Diallo
- **Health Literacy**, Diane Levin-Zamir and Gill Rowlands (Co-chairs)
- **Health Settings**, Marylin Rice
- **Salutogenesis**, Georg Bauer
- **Social Determinants of Health (SDH)**, Ankur Singh and Erma Manoncourt (Co-chairs)
- **Mental Health Promotion**, Margaret Barry
- **Waiora Planetary Health**, Sione Tu’itahi and Claudia Meier Magistretti (Co-chairs)

List of active Networks in 2020-2021:

- **Indigenous Health Promotion Professionals (INIHP),** Trevor Simpson
- **Students & Early Career (ISECN),** Humaira Nakhuda and Nikita Boston-Fisher (Co-chairs)
- **Réseau francophone international pour la promotion de la santé (RÉFIPS),** David Houeto
IUHPE Newsletter and Social Media

Flash Info

IUHPE’s members-only newsletter shares up-to-date information from IUHPE, its regions, global working groups and partners, as well as its members (e.g. through institutional member profiles), GHP, other publications and conferences, accreditation, in three languages.

Occasionally, news, events or campaigns are sent in the form of short blasts to our members.

- Audiences & Contacts:
  - 2020 members: 700-800 recipients
  - 2019-2022 members: 805 recipients
  - Partners: 329
  - IUHPE Conference partners: 56
- Most opened campaign: Invitation to Webinar IUHPE70: Sustainable Cities for Health Equity (on Friday Oct. 8 2021) - 555 opened.

Social media

IUHPE’s presence on social media has grown steadily since our accounts were created. It allows us to engage with our partners and members and amplify post to enhance visibility among the global health promotion community.

Twitter

@IUHPE

Used to relay information from members, groups, regions, and partners, tweeting during conferences, and promote original work and events. Created in 2015. Our number of followers has consistently increased.

- Total Followers: 2,662
  - New followers in 2021: 448
- Number of tweets in 2021: 394
- Top tweet 2021: Mental Health Promotion GWG Position Statement with 11.2K impressions

@IUHPE2022

Created in 2016 to promote the last conference and updated in 2019 to promote IUHPE2022 in Montreal. Exclusively posts Conference-related content.

- Total Followers: 1,303
  - New followers in 2021: 183
- Number of tweets in 2021: 104
- Top tweet 2021: The 24th World Health Promotion Conference is a major event of @IUHPE taking place every three years and will take place in May 2022 online and in person in Montreal, with 5,902 impressions.
Facebook

Facebook is used to promote IUHPE activities along with Twitter and LinkedIn, but is gaining followers at a lower rate than these other platforms.

- Page likes: 1.5k likes
  - Top countries (origin of most likes):
    - Canada
    - Brazil
    - New Zealand

- Total page followers:
  - February 2020: 1135
  - January 2021: 1181

- Posts with the most reach
  - 2021: RAPPEL pour La 24e Conférence mondiale de Promotion de la Santé (avec visuel de soumissions de résumé) – FR. 8933 people reached, 27 reactions, 16 shares, 1 comment, 186 clicked the link.

LinkedIn

LinkedIn is used to promote IUHPE activities along with Twitter and Facebook. It has the most success at tagging professionals involved in our projects and posting for jobs and events. Arguably, this is increasingly the most relevant platform.

- Followers: 2,251
  - Demographics:
    - 164 from Montreal, Canada (14.79%)
    - 65 Melbourne, Aus (5.86%)
    - 61 Paris, France (5.5%)

- Most viewed post of 2021: Announcement of panelists for the 70th anniversary Special at the European conference with 2568 views.

- Page views:
  - Top job functions of viewers:
    - 1. Healthcare services
    - 2. Program and project management
    - 3. Research
The IUHPE YouTube Channel was created in 2018 and is used to publish events, webinars, and IUHPE media.

- 219 Subscribers
- Video content:
  - Recordings of Plenary sessions of the 2019 IUHPE World Conference
  - Launch of IUHPE projects: People-Planet-Health Project, Mental Health Promotion Global Working Group, COVID-Africa Phase 1 Project
  - 13 recordings of the IUHPE 70th Anniversary series, highlighting our GWG and regional offices
  - Recordings of other events and webinar sessions: Global Health Promotion Special Issue Webinar with Editors, Tool for Assessing Intersectoral Action

- Views: view count ranges between 80 and 1000 views. The most viewed video is the first Webinar of the 70th Anniversary Series “A Critical reflection on Health Promotion Policy, Research, and Practice” with Prof Margaret Barry, Prof Louise Potvin, and Prof Stephan Van den Broucke with 1010 views. The second most viewed is the launch of the People-Planet-Health Project Webinar session with 709 views.
Governance – IUHPE Executive Board 2019-2022

President: Margaret M. Barry (Galway)
Immediate Past President: Graham Robertson (Edinburgh)

Global Executive Board:

- Ann Pederson (Vancouver, Vice President for Fundraising and Marketing)
- Claudia Meier Magistretti (Bern, Vice President for Partnerships and Institutional Affairs)
- Dolors Juvinyà Canal (Girona, Vice President for Conferences)
- Erma Manoncourt (Paris, Vice President for Membership)
- Evelyne de Leeuw (Sydney)
- José Luis Castro (Paris, Vice President for Finance and Internal Control)
- Louise Potvin (Montréal)
- Mary Amuyunzu-Nyamongo (Nairobi)
- Philippe Lorenzo (Paris, Vice President for Administration)
- Shu-Ti Chiou (Taipei, Vice President for Capacity Building, Education and Training)
- Sione Tu’itahi (Auckland, Vice President for Communications)
- Stephan Van den Broucke (Louvain-la-Neuve, Vice President for Scientific Affairs)
- Trevor Shilton (Perth, Vice President for Advocacy)

Regional Vice-Presidents:

- Hope Corbin (Bellingham, Regional Vice President for IUHPE/NARO)
- Paolo Contu (Cagliari, Regional Vice President for IUHPE/EURO)
- Masamine Jimba (Tokyo, Regional Vice President for IUHPE/NPWP)
- Mônica de Andrade (Franca, Regional Vice President for IUHPE/ORLA)
- Viliami Puloka (Auckland, Regional Vice President for IUHPE/SWP - interim)
- Mary Amuyunzu-Nyamongo (Nairobi, Regional Vice President for IUHPE/AFRO - Interim)
Financial Summary (2020)

IUHPE’s total income in 2020 represents 451,321 CAD, which enabled the organisation to carry out a series of activities, both locally and internationally. A grant from Montreal International, hosting fees for the 24th IUHPE World Conference, and funding for a project on the Covid-19 response in African and Indian regions from Vital Strategies brought substantial contributions to the organisation throughout the year. The IUHPE’s total operating expenditure amounted to 449,407 CAD, and therefore, the organisation concluded the year with a small financial surplus. The 2020 audited financial statements were approved by the IUHPE Executive Board.

Income total: 451,321 CAD

Expenditure total: 449,407 CAD

Net balance (as of 31 December 2020): 1,914 CAD

IUHPE is continuously working to improve its financial performance and sustainability to better pursue its mission.
International Secretariat

Liane Comeau, Executive Director

Liane Comeau was born in Nova Scotia (Canada) and has lived in several cities and countries. She is fluent in all three of the languages of IUHPE, namely French, English and Spanish. She holds a doctorate from McGill University (2004) and her research interests focused particularly on child development. For 6 years, she worked in a pan-Canadian NGO, Invest in Kids, as Director of Research and Evaluation. Prior to taking up her post at the international Secretariat of IUHPE, she held a position as Scientific Advisor at the Institut national de santé publique du Québec since 2008. Her work focused on health promotion initiatives targeting children and families, particularly in the school context, as well as mental health through the life span and the planning and interpretation of populational surveys. Ms Comeau maintains an active interest in applied research and teaching through her affiliation as lecturer with the École de santé publique de l’Université de Montréal (since 2013).

Ana Gherghel - Head of Scientific Affairs

Ana Gherghel is a sociologist, social scientist, researcher, specialist in storytelling and life course approach, as well as a consultant in program evaluation, especially on innovation projects, by participative, mixed and developmental approaches. She has a PhD in sociology from Laval University (Québec, Canada), as well as a MA and a BA in sociology at the University of Bucharest (Romania). Her extensive professional experience in research and consulting, in Romania, Portugal and Canada, overlaps academic institutions and health and social services systems, as well as collaborations with community-based organizations and public-philanthropic partnerships. As consultant in evaluation, she collaborated with Indigenous nations partnerships to develop culturally adapted evaluations for innovative projects enhancing collective mobilization and prevention to sustain global development in early childhood. She is happy to join the IUHPE team to develop collaborative, intersectoral projects and evaluation to promote global health and education across regions.

Madeleine Malone - Project Lead for non-communicable disease prevention and advocacy

Madeleine Malone is a graduate of a MSc. in Global Health from McMaster University with a BA in Health Studies from Queen’s University. Prior to joining IUHPE she worked in Australia in the field of harm reduction and substance use as a research assistant intern for a project on enactments of care for substance users. Madeleine’s previous experience also includes working in a student non-profit global health organization as a program director. She led a project in Kenya aimed at increasing health curriculums in high schools to build youth engagement and leadership in health education. Passionate about health promotion and health equity, Madeleine is very excited to be joining the IUHPE team. She looks forward to collaborating on programs and expanding advocacy efforts towards tackling non-communicable diseases.
Patrícia Dias da Silva - Head of Communications

Patrícia Dias da Silva grew up in Lisbon, Portugal. She has a Bachelor’s degree in Communication Studies from the New University of Lisbon, a Master’s degree in Communication, Culture and Information Technologies from ISCTE-IUL, and a PhD in Social Sciences from the Institute of Social Sciences, University of Lisbon. Patrícia has over 10 years of experience in knowledge dissemination for different audiences, including direction of collective works, organization of scientific and outreach events and preparation of innovative pedagogical content. More recently, she studied technology-based citizen science as part of her Postdoctoral fellowship at the Department of Communication of the Université de Montréal. Patrícia is honoured to be part of the IUHPE secretariat and she puts all of her skills to use to help the IUHPE carry out its mission.

Dina Nesterina - Accounting and Finance Officer

Dina Nesterina is a BCom graduate from Ted Rogers School of Management, Ryerson University, Toronto, Canada with minor in Human Resources. She has over 10 years of finance and business management experience from various sectors, including hospitality, retail as well as non-profit organisations. As a former business owner, she has a solid background in accounting and HR administration. Dina carries a Registered Professional Bookkeeper Designation in Canada and as a member of CBA, she continuously participates in educational opportunities. She is a holder of Integrated Accounting Certificate and currently working on her CPA certification in Québec, Canada.

Laurianne Thuot - Administrative Officer

Laurianne Thuot has a bachelor’s degree in Communication from the Université du Québec à Montréal. She's currently enrolled in a MSc. in Health Services Administration at l'École de Santé publique de l'Université de Montréal. In the last ten years, she worked on numerous projects as production coordinator and producer in the media industry. She had the opportunity to lead creative and innovative productions for various museums and events in Canada, Dubai and Singapore. Being part of the IUHPE team marks the beginning of a new career in the health field for Laurianne. She is motivated to use her past experiences in project management and administration to collaborate with the IUHPE team.
IUHPE Headquarters

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