Working globally for 70 years to advance health and equity
There is much to celebrate!

The International Union for Health Promotion and Education (IUHPE) is a unique, worldwide, independent professional association of individuals and organisations committed to improving health and well-being through education, community action and the development of healthy public policy.

Through its members, networks, Working Groups, publications, and projects, IUHPE exemplifies the principles and values of health promotion. As a non-governmental organization, the Union is able to engage with partner organizations in civil society, academia, and the global health community in critical dialogue and action to optimize health and equity.

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

Over the past seven decades, the IUHPE has united health promotion trainees, seasoned professionals, academic researchers, and policy advisors across the globe. Today, the Union advances the field through its Accreditation System, advocacy, capacity development, knowledge development and translation, global projects, working papers, conferences, and webinars.

Numerous global challenges—the Covid-19 pandemic, threats to planetary health, non-communicable diseases, mental health and well-being, substance use, maternal-child health (among others)—have exposed glaring inequities in the prerequisites for health: peace, shelter, education, food, income, a stable eco-system, sustainable resources, social justice, and equity. The health promotion community is uniquely positioned to support local, regional and global efforts to navigate the pandemic and the social, economic, environmental and political challenges ahead.
As the current President of IUHPE, I welcome you to celebrate 70 years of action to promote health and wellbeing.

This was a milestone year for the organization and as we celebrate IUHPE’s activities over the last 70 years, it is interesting to reflect on the context in which the organization was formed. IUHPE was formally established in Paris in May 1951. This was a time of major social, economic, cultural and global change. There was a view that strong global leadership and cooperation were needed to advance health and wellbeing of the world’s population. Today we continue to see the need for cooperation to manage the crises facing the world and the rationale for independent global NGOs such as IUHPE continues.

Our core mission to promote health and achieve equity is still relevant and, indeed, a lot more remains to be done. I invite you to celebrate our achievements as we mark this special year and to join us in developing the work and shaping the future development of the health promotion field.

Margaret M. Barry, President, IUHPE
# Recognizing the IUHPE Presidents

<table>
<thead>
<tr>
<th>Years</th>
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<td>1951-1956</td>
<td>Claire Turner, United States of America</td>
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<td>1956-1962</td>
<td>Giovanni Canaperia, Italy</td>
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<td>1962-1965</td>
<td>Howard Ennes, United States of America</td>
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<td>1965-1969</td>
<td>Juan Bosch-Marin, Spain</td>
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<td>1969-1973</td>
<td>Amelia Baldrich De Sustaita Seeber, Argentina</td>
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<td>1973-1976</td>
<td>Raoul Senault, France</td>
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<td>1976-1979</td>
<td>Michael Palko, Canada</td>
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<td>1979-1982</td>
<td>Alistair Mackie, United Kingdom</td>
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<td>1982-1985</td>
<td>Paul Hindson, Australia</td>
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<td>1985-1988</td>
<td>Harry Crawley, Ireland</td>
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<td>1988-1991</td>
<td>Dennis Tolsma, United States of America</td>
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<td>1991-1996</td>
<td>Matti Rajala, Finland</td>
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<td>1996-2001</td>
<td>Spencer Hagard, United Kingdom</td>
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<td>2001-2007</td>
<td>Maurice Mittelmark, Norway</td>
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<td>2007-2010</td>
<td>David McQueen, United-States of America</td>
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<td>2010-2016</td>
<td>Michael Sparks, Australia</td>
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<td>2016-2019</td>
<td>Graham Robertson, Scotland, United-Kingdom</td>
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<tr>
<td>2019-2022</td>
<td>Margaret Barry, Ireland</td>
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*The biggest challenge for epidemiology is to move away from simple description, as it doesn’t fit into health promotion and the broader social context that is necessary to make epidemiology more meaningful.*

---

Dr. David V. McQueen

David McQueen  Graham Robertson  Michael Sparks  Maurice Mittelmark
A thousand people typically attend one of the international conferences. In 1951, delegates came from 50 countries. By 2001, 100 countries were represented. In 2022, a similar number are expected to attend the virtual conference organized from Montreal. Common themes throughout the conferences include: child and youth health; public participation; research methods and evaluation; healthy settings; information technologies; the need for global action; environmental health; social problems; equity; policy development; and professional training and development.
“What is the purpose of these conferences? They serve to bring us together in ways other than through traditional mail, fax and email...They help us to learn, to reinforce the cohesion of a community that works towards the same goal”

Marie-Claude Lamarre, 1998
Early conferences

VI International Conference, Madrid, 1965

III International Conference, Rome, 1956

Opening Ceremony, V International Conference, Philadelphia, 1962

XI International Conference, Hobart, 1982
“Since the Rome Conference ... attention has been paid to linking educational and health problems to welfare and progress.”

Maria Antonia Modolo, 2001
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<thead>
<tr>
<th>Year</th>
<th>Conference</th>
<th>Location</th>
<th>Theme</th>
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<tr>
<td>1951</td>
<td>1st World Conference</td>
<td>Paris, France</td>
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<td>1953</td>
<td>2nd World Conference</td>
<td>Paris, France</td>
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<td>1956</td>
<td>3rd World Conference</td>
<td>Rome, Italy</td>
<td>Health Education at the Service of Health, Welfare and Social Progress</td>
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<td>1959</td>
<td>4th World Conference</td>
<td>Dusseldorf, Federal Republic of Germany</td>
<td>Health Education of Children and Youth in Family, School and Community</td>
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<td>1962</td>
<td>5th World Conference</td>
<td>Philadelphia, USA</td>
<td>Major Health Problems of Man and his Environment</td>
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<td>1965</td>
<td>6th World Conference</td>
<td>Madrid, Spain</td>
<td>The Health of the Community and the Dynamics of Development</td>
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<td>1969</td>
<td>7th World Conference</td>
<td>Buenos Aires, Argentina</td>
<td>Communications and Behavioural Change: Factors of Active Participation of the Population for the Attainment of Better Health</td>
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<td>1973</td>
<td>8th World Conference</td>
<td>Paris, France</td>
<td>Twenty Years of Health Education: Evaluation and Forecast</td>
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<td>Year</td>
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<tr>
<td>1976</td>
<td>9th World</td>
<td>Ottawa, Canada</td>
<td>Health Education, Health Policy and the Dynamics of Development</td>
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<td>1979</td>
<td>10th World</td>
<td>London, UK</td>
<td>Health Education in Action - Achievements and Priorities</td>
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<td>1982</td>
<td>11th World</td>
<td>Hobart, Australia</td>
<td>Towards Health for All by the Year 2000</td>
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<td>1985</td>
<td>12th World</td>
<td>Dublin, Ireland</td>
<td>Health for All - Meeting the Challenge</td>
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<td>1988</td>
<td>13th World</td>
<td>Houston, US</td>
<td>Participation for All in Health</td>
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<td>1991</td>
<td>14th World</td>
<td>Helsinki, Finland</td>
<td>Health - United Effort</td>
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<td>1995</td>
<td>15th World</td>
<td>Chiba, Japan</td>
<td>Bringing Health to Life</td>
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<td>1998</td>
<td>16th World</td>
<td>San Juan, Puerto Rico</td>
<td>New Horizons in Health - from Vision to Practice</td>
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<td>Year</td>
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<td>2001</td>
<td>17th World</td>
<td>Paris, France</td>
<td>Health: An Investment for a Just Society</td>
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<td>2004</td>
<td>18th World</td>
<td>Melbourne, Australia</td>
<td>Valuing Diversity, Reshaping Power: Exploring Pathways for Health and Well-being</td>
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<tr>
<td>2007</td>
<td>19th World</td>
<td>Vancouver, Canada</td>
<td>Health Promotion Comes of Age: Research, Policy and Practice for the 21st Century</td>
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<td>2010</td>
<td>20th World</td>
<td>Geneva, Switzerland</td>
<td>Health, Equity and Sustainable Development</td>
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<td>2013</td>
<td>21st World</td>
<td>Pattaya, Thailand</td>
<td>Best Investments in Health</td>
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<td>2016</td>
<td>22nd World</td>
<td>Curitiba, Brazil</td>
<td>Promoting Health and Equity</td>
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<tr>
<td>2019</td>
<td>23rd World</td>
<td>Rotorua, New Zealand</td>
<td>WAIORA: Promoting Planetary Health and Sustainable Development for ALL</td>
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The IUHPE has an extensive record of its conferences in a volume compiled and edited by Maria Antonia Modolo and Joyce Mamon of the University of Perugia. Entitled, A Long Way to Health Promotion Through IUHPE Conferences 1951-2001, this volume illustrates the development of the field and how its evolution reflects social, political, cultural and economic shifts in the global landscape. The material below is excerpted from that volume.

“The first international non-governmental agency in health education was the International Union for Health Education. It was conceived and proposed in France by Professor Jacques Parisot and Mr. Lucien Viborel... Under stimulation from Professor Parisot and Mr. Viborel, the French Government promoted the organization of the Constitutive Assembly of the Union in May, 1951, at an international conference in Paris.”

From Clair Turner’s memoirs

“Health education has long been under-estimated, but it has above all long been vastly misunderstood.”

Lucien Viborel

“It may be assumed ... That our goal in public health is to help the individual attain the highest standard of health. Two broad avenues are available to us to achieve this goal, on an individual or collective basis, i.e., the protection of health, which represents a negative approach, or the promotion of health, which has a positive impact.”

Alessandro Seppilli

“Hygiene is not a spectator science but a participant science.”

Léon Bernard

“... there is a dialectical relationship between the increasing poverty of the poor and the prosperity of the rich, who draw a large part of their abundance from current or past exploitation of those who live in the southern part of the planet”

Joseph Ki Zerbo

“We all share a vision of individuals and communities achieving the greatest possible level of health and well-being by increasing their control of the very factors which determine their health and well-being. The achievement of this vision is articulated through the fundamental conditions for health detailed in the Ottawa Charter and Health for All...”

Spencer Hagard

“Many times, the experiments have come up with useful results which provided potential solutions to many of the identified problems. The practice, however, is that these solutions are never applied on a larger scale for the benefit of the people. Many projects hardly get to the point of large-scale application before they are terminated, revised or replaced with a new set of priorities...”

Joshua D. Adeniyi
See How We Celebrated
70 Years of Action
to Promote Health and Equity

“Writing and reading history, reliving the past, is perhaps the best way to learn how to build the future...To preserve our heritage from the past and to adapt to the new needs of the changing times – this could also be the motto for celebrating and commemorating this volume.”

Lamberto Briziarelli, President, Italian Confederation for Health Promotion and Education 2001
We threw a virtual global party

“The Puerto Rico [conference] was health promotion’s Woodstock.”
Maurice Mittelmark,
IUHPE President 2001 – 2007

“Health impacts all walks of our lives, health impacts mobility, trade, the service industry, banking and finance, employment, our social life…” Rudiger Krech, Director of Health Promotion Department, WHO

https://www.youtube.com/watch?v=qItRjLiW2ug&t=5797s

“I think it is fair to say that the Union has provided important continuity as a global network for promoting health and well-being over the last 70 years, working in partnerships with the WHO and other governmental and non-governmental organisations around the world.” Margaret M. Barry, IUHPE President 2019-2022

“For the large part of our population, health is [an] impossible dream if the social determinants are not adequately addressed.” Dr. Alok Mukhopadhyay

“The Internet means that people are awash with information; ironically, that means that thoughtful health promotion is more necessary than ever to combat what the WHO has deemed as an infodemic” José Luis Castro

Merita Berisha

Congratulations for 70-th anniversary, happy to be part of the IUHPE! Greetings from Kosovo!

Heidi Marie Kirkeng Meling

Happy birthday IUHPE! Sending congratulations from the University of Bergen, Norway :)

Jacopo Villani

Happy B-Day IUHPE!!!

LAU Sam

Happy Birthday! Congrats!

Kulman Nyssanbayeva

Best wishes on 70th anniversary!
Congratulations IUHPE, All the best wishes on 70th anniversary
Debananda Mohanta

"Congratulations to IUHPE from all of us in the Health Promotion Research Centre, National University of Ireland Galway" @hprc_nuig
Saoirse Nic Gabhainn

"Many congratulations to IUHPE team for 70th anniversary. Warm wishes to all eminent speakers from Voluntary Health Association of India."
Satya Gupta

"Hearty congratulations to the IUHPE on its 70th birthday from the Behaviour Modification Media, Lagos, Nigeria. Keep up the good work."
Behavior Modification Media

"Muchas felicidades IUHPE/UIPES!!! (1951-2021)"
Hiram V Arroyo Acevedo

"Congratulations from Kerala Voluntary Health Services... IUHPE on its 70th year of advocating Global health Promotion." Saju Itty

"I am happy and proud to be IUHPE family." Manmeet Kaur

Maurice Mittelmak
I am delighted to help celebrate the IUHPE 70th, from a grateful 75-year-old to a wonderful 70-year-old!!

Dolors Joventí Canal
Congratulations to IUHPE for its 70th anniversary from Health Promotion Chair of the University of Girona. Happy to participate in the celebration!
We held two conferences

Health Promotion: Transformative action in a changing Europe
11th IUHPE European Conference on Health Promotion
June 15-16, 2021
Girona Statement on Health Promotion:
https://tinyurl.com/Girona-Statement-on-HP-2021

Advancing Salutogenesis towards thriving societies
6th International Conference on Salutogenesis
June 17-18, 2021
Conference presentations:
http://diobma.udg.edu/handle/10256.1/6285

Nicola Gray
70 years young - Happy Birthday! Enjoying my first IUHPE conference - this looks like an organisation that is not afraid to challenge itself to remain relevant and vital. Refreshing.

Claudio Tortone
70 years doing very well!! I’m attending a very stimulating conference that puts me in crisis ... I feel I have to regenerate in the practice the principles and values of health promotion ... in the face of what is happening in the society. Happy Birthday, IUHPE. Thanks for inspiring me!

Maria Estrada
Wishing you all a great anniversary celebration
IUHPE Student and Early Career Network (ISECN) connected the world

The ISECN of IUHPE commemorated the 70th Anniversary in two important ways. The first way was through announcing the creation of a mentorship program that partners mentors and mentees interested in connecting and developing new relationships. The second way that ISECN helped to celebrate the 70th anniversary was through capturing the voices of its members.

“We sent a call out to our network asking them to answer one or all three of the following questions via video. What is your vision for the future of health promotion? What does health promotion mean to you? How do you feel about the progression of health promotion at this time?

We received submissions from students in eight countries: Brazil, Italy, Estonia, South Africa, Ireland, Norway, Taiwan and Puerto Rico and, in total, they represented 10 universities...

I hope you are inspired by the vision of the next generation” Nikita Boston-Fisher, Co-Chair of ISECN with Humaira Nakhuda

ISECNinfo@gmail.com

Anniversary Video

https://drive.google.com/file/d/1fkf31yQjj0eXCFmK4n_p-ds6pCr9r0t/view

Lenneke Vaandrager

How lovely these perspectives from the next generation of health promoters (the video): What a fantastic present for IUHPE and what a lovely present for the future of HP!
On June 16th 2021, during the IUHPE 70th Anniversary Session, Prof. Rosmarie Erben and Prof. David McQueen received the Jacques Parisot Award. These awards recognizes their invaluable contributions to IUHPE and field of health promotion.

When accepting his award, Professor McQueen admitted that he did not initially envision he would have a career in health promotion. Yet looking back, “the field of health promotion offers everything that is engaging in the academic world of the social sciences. It is wide-ranging. It’s challenging. It’s complex. And it is a perfect area to explore the many dimensions that link theory and experience to social action...What more could one ask for?”

Professor Rosmarie Erben, an active member of IUHPE since 1968 and Regional Director for Europe for three terms from 1976 – 1985, thanked her colleagues for their support throughout her career: “I would like to share this honour with everybody who was on my way with me. It’s not just for me, it’s more for the whole structure as such, to look back at certain successes”.

To hear from the 2021 Award Recipients, visit: https://www.youtube.com/watch?v=Z4sP-y2oenM
Global Working Groups flourished

IUHPE members connect through Global Working Groups (GWGs) each of which is a nominated group of experts in a particular area. Global Working Groups align their work plans with the IUHPE organisational objectives and commit to key deliverables which actively contribute to the development of the IUHPE scientific agenda. GWGs pool knowledge, issue position statements, and sponsor projects through a network of members across the globe.
We ran a webinar series

Photo by Christina Morillo from Pexels
3 March 2021 A critical reflection on health promotion policy, research and practice. Moderator: Prof. Margaret Barry. Speakers: Prof. Louise Potvin and Prof. Stephan Van den Broucke. Watch: https://www.youtube.com/watch?v=yi717R7koFw&list=PLxzb4RdYkVksuTQyAgwwkSnUTrY8dZUja&index=2

22 April 2021 Applying Salutogenesis for Health Promotion. Webinar organized by IUHPE Global Working Group on Salutogenesis. Moderator: Ms. Laura Bouwman. Speakers: Prof. Georg Bauer, Dr. Adi Mana, Prof. Paolo Contu and Dr. Ruca Maass. Watch: https://www.youtube.com/watch?v=-g_jtIFQP5Q&list=PLxzb4RdYkVksuTQyAgwwkSnUTrY8dZUja&index=3

28 April 2021 Health promotion in the context of a pandemic (in French Promotion de la santé en contexte de pandémie). Webinar organized by RÉFIPS. Moderator: Sarah Chaput. Speakers: Dr. Mathieu Roy and Mélissa Généreux. Watch: https://www.youtube.com/watch?v=JW1Pu5K4OcU&list=PLxzb4RdYkVksuTQyAgwwkSnUTrY8dZUja&index=4


2 September 2021 How Healthy Settings Provide Opportunities for Responses to Current Global Challenges. Webinar organized by IUHPE Global Working Group on Healthy Settings. Moderator: Ms. Marilyn Rice. Speakers: Prof. Mark Dooris, Prof. Albert Lee, Mrs. Irma Brito and Dr. Michelle Baybutt. Watch: https://www.youtube.com/watch?v=sUnWMYRBtAg&list=PLxzb4RdYkVksuTQyAgwwkSnUTrY8dZUja&index=6

7 October 2021 Promoting Population Mental Health and Wellbeing. Webinar organized by IUHPE Global Working Group on Mental Health Promotion. Moderator: Prof. Margaret Barry. Speakers: Dr. Emily Jenkins, Dr. Miranda Novak, Dr. Aleisha Clarke, and Associate Prof. Janet Fanslow. Watch: https://www.youtube.com/watch?v=EcX_CvcWEbs&t=387s

18 October 2021 Sustainable Cities for Health Equity. Webinar organized by IUHPE Global Working Group on Social Determinants of Health. Moderator: Dr. Ankur Sing. Speakers: Prof. Hannah Badland, Dr. Priya Balasubramaniam and Dr. Gerry Eijkemans. Watch: https://www.youtube.com/watch?v=PR6U4Ld3-CY&list=PLxzb4RdYkVksuTQyAgwwkSnUTrY8dZUja&index=8

2 December 2021 Looking Back, Looking Forward: IUHPE 70th Anniversary webinar for the Southwest Pacific Region (SWPR). Webinar organized by IUHPE's Southwest Pacific Region (SWPR). Moderator: Dr Viliami Puloka. Speakers: Dr Mihi Ratima, Dr Rosmarie Erben, Prof. Vivian Lin, Prof. Evelyne de Leeuw. Watch: https://www.youtube.com/watch?v=0XuyAmQD-Bo&t=2143s


We published a Special Issue of GHP

*Global Health Promotion* is an official publication of the IUHPE. It is multilingual, with authoritative peer-reviewed articles and practical information in English, French and Spanish. The December 2021 (Volume 28, Number 4) issue was prepared to mark the 70th Anniversary of the Union. Guest edited by Margaret M. Barry, it contains commentaries reflecting on the current state of health promotion, lessons from the past, and visions for the future from contributors around the globe.

**Visioning the Future of Health Promotion:**
Learning from the past, shaping the future

*Guest editor: Margaret M. Barry*

**Contributors**

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Marie-Claude Lamarre, former Executive Director of IUHPE, and Liane Comeau, current Executive Director, wrote a preface for the special issue.

“This year we celebrate the 70th anniversary of the creation in Paris, in May 1951, of the International Union for Health Promotion and Education (IUHPE). This is an exceptional moment to reaffirm our commitment to a more equitable world and to take an optimistic look at the future of health promotion. We celebrate values, principles – mainly social justice and equity, diversity, the power to act on one’s own health and that of one’s community – as well as working in partnership. This brings us together in health promotion and makes us recognize each other in a public health space that is increasingly tangled with more or less consensual concepts, theories, and practices.”

…there is not one single universal conception of health promotion, but a pluralist conception that is part of a history of public health, within local political, cultural, social, and economic conditions and systems. What creates the link between these visions is that there is a consensus on how to approach health as a social enterprise through a set of joint strategic activities to achieve the same goal, including advocacy, education, training, research, legislation, policy coordination, and community development, regardless of the problems to be solved, the populations concerned, and the contexts and life settings.”

“May this edition contribute to paving the way for new perspectives and societal projects based on evidence accumulated over the years from all parts of the world!”

70 years of participation, collaboration and learning
We planned our next conference

Promoting policies for health, well-being and equity

May 15 – 19, 2022
Montréal, Canada

https://iuhape2022.com/
We developed a new strategic plan to guide the next five years

This Strategic Plan (2021-2026), which was developed in consultation with the IUHPE Executive Board and members, builds on existing developments and outlines the strategic priorities of the organization over the next five years. The central theme and overarching framework that informs this 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. These system requirements inform and underpin this Strategy, as they are critical to effective action.

The Strategic Priorities identified for 2021-2026 include:
• 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

The Charter outlines the necessary elements of a ‘well-being society’ and what needs to be done in order to better prevent and respond to the multiple health and ecological crises we face globally. It identifies key action areas and offers instruments for implementation.

The document encourages five key actions:
• Design an equitable economy that serves human development within planetary boundaries;
• Create public policy for the common good;
• Achieve universal health coverage;
• Address the digital transformation to counteract harm and disempowerment and to strengthen the benefits; and
• Value and preserve the planet.

“It is time to look at how the economy can support the societal goal of well-being, as an investment that is the foundation of productive, resilient and inclusive economies,” said Dr Rüdiger Krech, WHO Director for Health Promotion.

“We cannot – we must not – go back to the same exploitative patterns of production and consumption, the same disregard for the planet that sustains all life, the same cycle of panic and neglect, and the same divisive politics that fueled this pandemic.”

https://www.who.int/publications/m/item/the-geneva-charter-for-well-being
But there is much still to do...
and the next 70 years may not look at all like the last...

We are at a critical time in marking this 70th anniversary, as we navigate our way through the pandemic, aiming to build back better and fairer, and plan for a healthier future for all. Health promotion has to be at the forefront of this endeavour, placing the promotion of health equity at the centre of the health, wellbeing and sustainable development agendas. The full potential of health promotion has yet to be realized and now, more than ever, transformative health promotion actions need to be put in place.
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