



IUHPE

UIPES

www.iuhpe.org

A photograph of two hands, one from a person with a darker skin tone and one from a person with a lighter skin tone, gently holding a small globe of the Earth. The globe shows the continents of North and South America. The background is a soft-focus blue.

**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 wellbeing, 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.







Global Executive Board 2019-2022

Reflections from the Current IUHPE President



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.

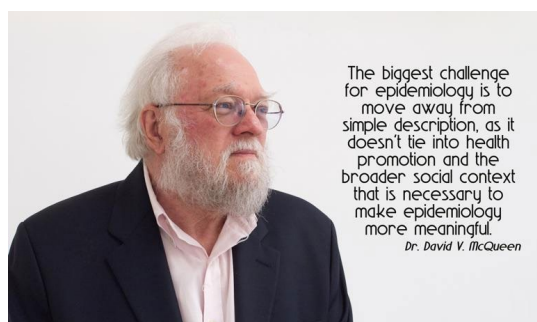
Our core mission to promote health and achieve equity is still relevant and, indeed, a lot more remains to be done. I invite you to celebrate our achievements as we mark this special year and to join us in developing the work and shaping the future development of the health promotion field.

Margaret M. Barry, President, IUHPE



Recognizing the IUHPE Presidents

1951-1956	Claire Turner, United States of America
1956-1962	Giovanni Canaperia, Italy
1962-1965	Howard Ennes, United States of America
1965-1969	Juan Bosch-Marin, Spain
1969-1973	Amelia Baldrich De Sustaita Seeber, Argentina
1973-1976	Raoul Senault, France
1976-1979	Michael Palko, Canada
1979-1982	Alistair Mackie, United Kingdom
1982-1985	Paul Hindson, Australia
1985-1988	Harry Crawley, Ireland
1988-1991	Dennis Tolsma, United States of America
1991-1996	Matti Rajala, Finland
1996-2001	Spencer Hagard, United Kingdom
2001-2007	Maurice Mittelmark, Norway
2007-2010	David McQueen, United-States of America
2010-2016	Michael Sparks, Australia
2016-2019	Graham Robertson, Scotland, United-Kingdom
2019-2022	Margaret Barry, Ireland



David McQueen



Graham Robertson



Michael Sparks

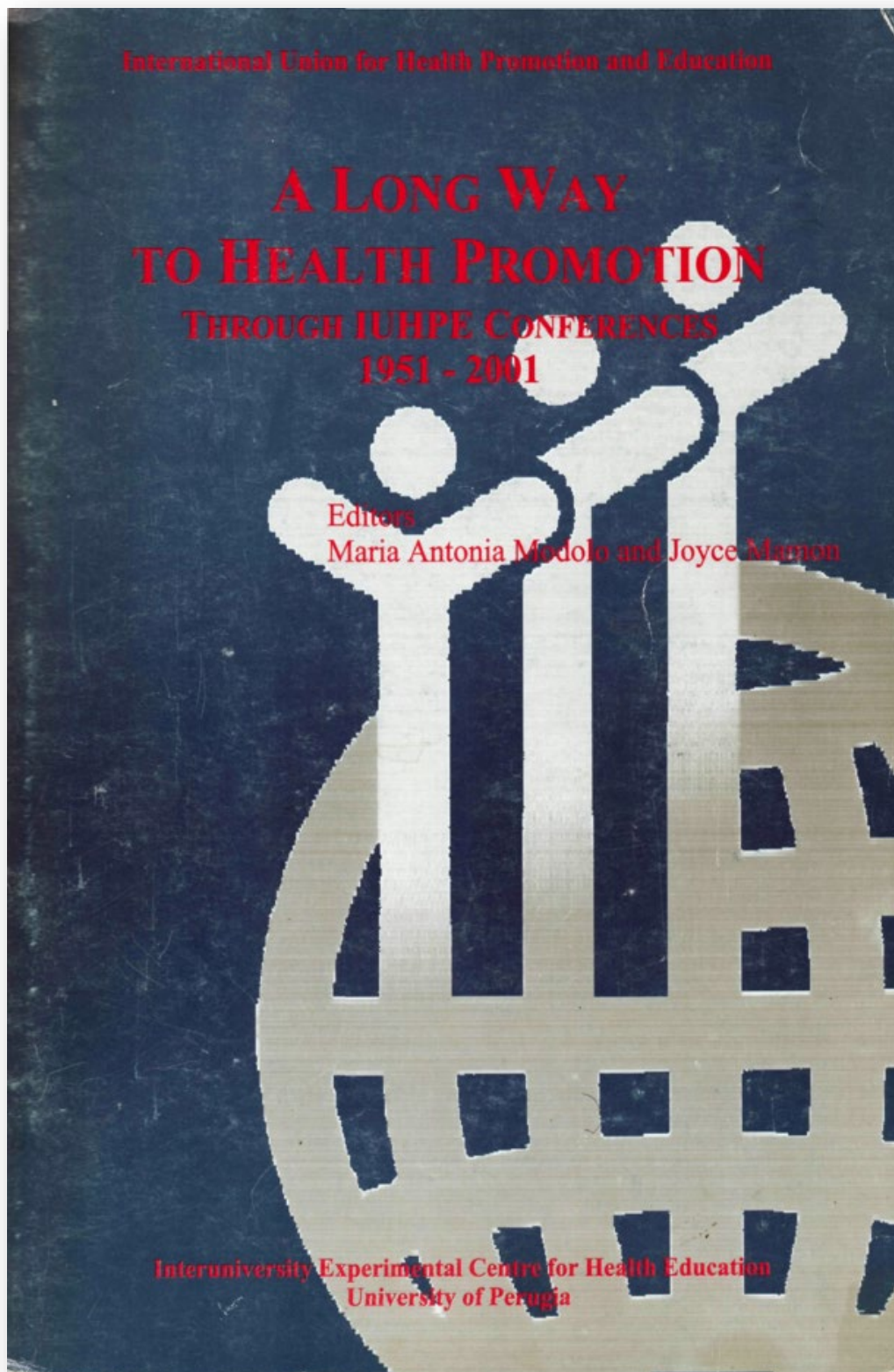


Maurice Mittelmark

A world of conferences



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.

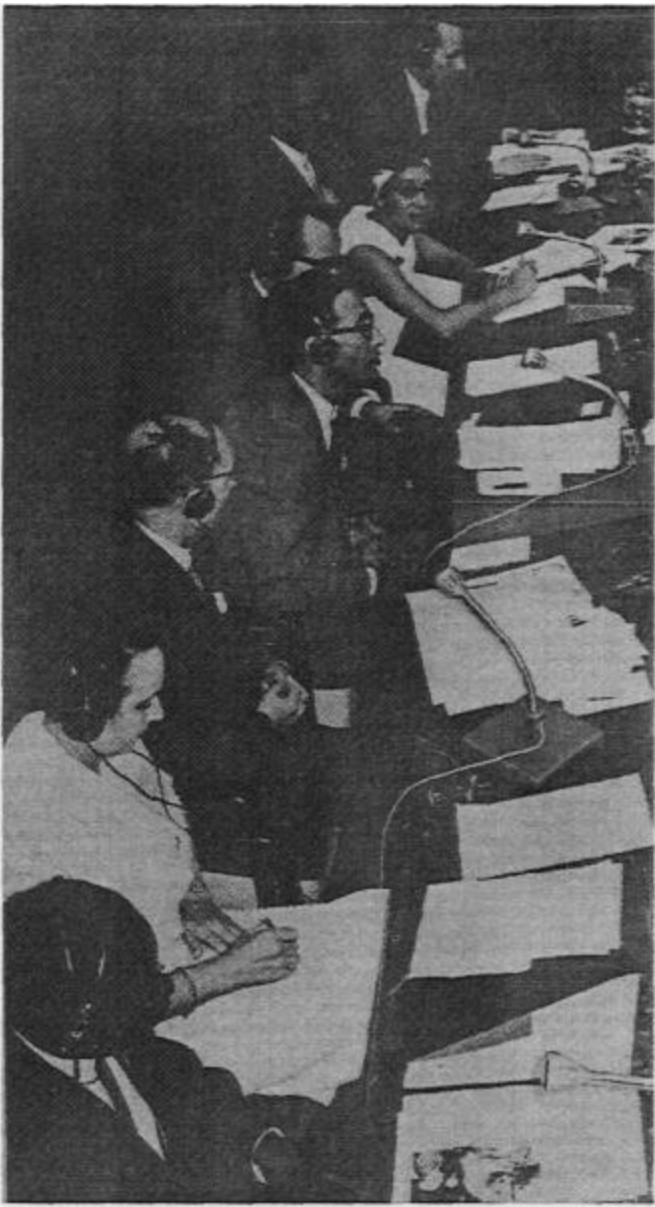


Read this volume at: https://drive.google.com/file/d/1DPixdLpWdRHHy3azGINu8P-Otg3_j-Lw/view

"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



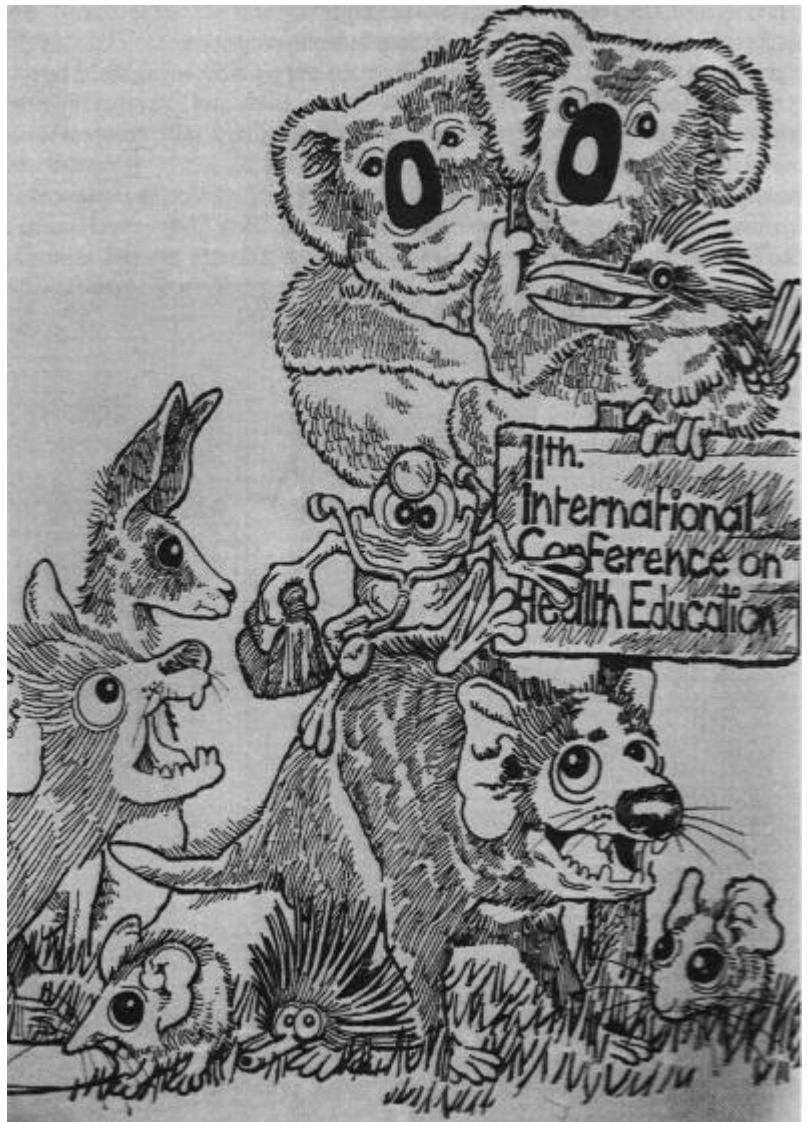
VI International Conference, Madrid, 1965



III International Conference, Rome, 1956



Opening Ceremony, V International Conference,
Philadelphia, 1962



XI International Conference, Hobart, 1982

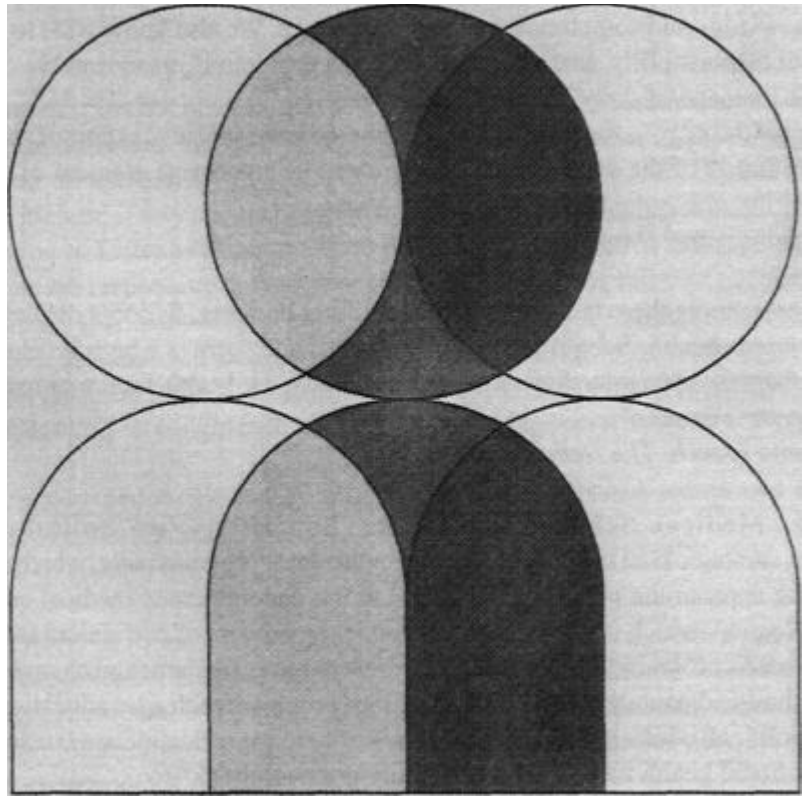
HEALTH - UNITED EFFORT
LA SANTÉ - UN EFFORT COMMUN
LA SALUD - UN ESFUERZO CONJUNTO



XVI World Conference, San Juan, Puerto Rico, 1982



XI International Conference, Hobart AU, 1982



XIV
WORLD
CONFERENCE
ON HEALTH
EDUCATION
June 16-21, 1991
Helsinki. Finland

XIYème
CONFERENCE
MONDIALE
D'EDUCATION
POUR LA SANTÉ
16-21 juin 1991
Helsinki, Finlande

XIV
CONFERENCIA MUNDIAL DE
EDUCACION PARA LA SALUD
16-21 de junio de 1991
Helsinki, Finlandia



Annual Statutory Meeting, Edinburgh, 1982



*"Since the Rome Conference ...
attention has been paid to linking
educational and health problems
to welfare and progress."*

Maria Antonia Modolo, 2001



The IUHPE Conference Sites and Themes



1951	1st World Conference	Paris, France	
1953	2nd World Conference	Paris, France	
1956	3rd World Conference	Rome, Italy	Health Education at the Service of Health, Welfare and Social Progress
1959	4th World Conference	Dusseldorf, Federal Republic of Germany	Health Education of Children and Youth in Family, School and Community
1962	5th World Conference	Philadelphia, USA	Major Health Problems of Man and his Environment
1965	6th World Conference	Madrid, Spain	The Health of the Community and the Dynamics of Development
1969	7th World Conference	Buenos Aires, Argentina	Communications and Behavioural Change: Factors of Active Participation of the Population for the Attainment of Better Health
1973	8th World Conference	Paris, France	Twenty Years of Health Education: Evaluation and Forecast



... tell the story of the Union ...

1976	9th World Conference	Ottawa, Canada	Health Education, Health Policy and the Dynamics of Development
1979	10th World Conference	London, UK	Health Education in Action - Achievements and Priorities
1982	11th World Conference	Hobart, Australia	Towards Health for All by the Year 2000
1985	12th World Conference	Dublin, Ireland	Health for All - Meeting the Challenge
1988	13th World Conference	Houston, US	Participation for All in Health
1991	14th World Conference	Helsinki, Finland	Health - United Effort
1995	15th World Conference	Chiba, Japan	Bringing Health to Life
1998	16th World Conference	San Juan, Puerto Rico	New Horizons in Health - from Vision to Practice



... and the field

2001	17th World Conference	Paris, France	Health: An Investment for a Just Society
2004	18th World Conference	Melbourne, Australia	Valuing Diversity, Reshaping Power: Exploring Pathways for Health and Well-being
2007	19th World Conference	Vancouver, Canada	Health Promotion Comes of Age: Research, Policy and Practice for the 21st Century
2010	20th World Conference	Geneva, Switzerland	Health, Equity and Sustainable Development
2013	21 st World Conference	Pattaya, Thailand	Best Investments in Health
2016	22 nd World Conference	Curitiba, Brazil	Promoting Health and Equity
2019	23 rd World Conference	Rotorua, New Zealand	WAIORA: Promoting Planetary Health and Sustainable Development for ALL



IUHPE Conference highlights

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



Spencer Hagar

“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 Hagar

“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



<https://www.youtube.com/watch?v=qltRjLiW2ug&t=5797s>

"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

Rosalia Santesmases



Happy 70th anniversary! Thanks for inspiring us!

"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!



José Leonardo Jimenez-Ortiz
@endojimenez

Replying to @IUHPE

Congratulations! 🎉 Best wishes from Mexico 😊



BV Prävention und Gesundheitsförderung @bvpraevention · 9h
Replying to @IUHPE
Congrats, @IUHPE! We are happy to be part. Stronger together for #HealthPromotion! #BVP

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

Satya Gupta



Gwendolijn Boonekamp

Happy birthday IUHPE, happy to be part of this Union! Still so much to do!

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

Behavior Modification Media

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



Société Française de Santé Publique
@SFSPasso

Joyeux anniversaire à l'Union internationale d'éducation et de promotion de la santé !

"What a wonderful milestone to celebrate as we reflect on how far we've come."

Bhavna Mukhopadhyay

"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**



Nabiha Ramadan

Happy Anniversary IUHPE! All the way from Lebanon

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



Maurice Mittelmarm

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



Dolors Juvinyà Canal

Congratulations to IUHPE for its 70th anniversary from Health Promotion Chair of the University of Girona. Happy to participate in the celebration!

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



Jake Sallaway-Costello
@JakeyySC

Wishing a fab happy 70th birthday to @IUHPE! Lots of need for and opportunity in #healthpromotion in the post-pandemic world ★

70 IUHPE - UIPES @IUHPE · Jun 16

Feel free to comment below this tweet with BIRTHDAY WISHES to IUHPE! We are turning 70!



11th
JUNE 15-16, 2021

**IUHPE European Conference
on Health Promotion**
6th
JUNE 17-18, 2021

**International Conference
on Salutogenesis**

We held two conferences

Health Promotion: Transformative action in a changing Europe

11th IUHPE European Conference on Health Promotion

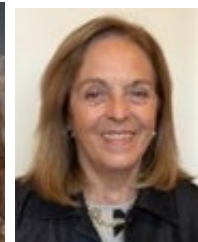
June 15-16, 2021

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

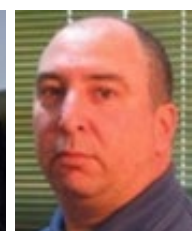


70 years doing very well!!! I'm attending a very stimulating conference that puts me in crisis ... I feel I have to regenerate in the practice the principles and values of health promotion ... in the face of what is happening in the society. Happy Birthday, IUHPE! Thanks for inspiring me!

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.

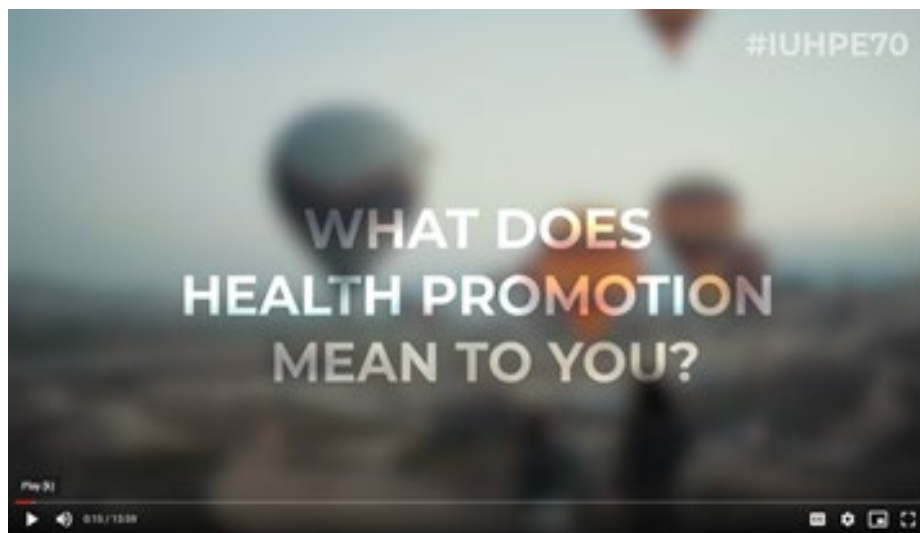
“We sent a call out to our network asking them to answer one or all three of the following questions via video. What is your vision for the future of health promotion? What does health promotion mean to you? How do you feel about the progression of health promotion at this time?”

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/1fkf31yQjj0eXC_kM4n_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!



Professor David McQueen

https://www3.paho.org/hq/index.php?option=com_content&view=article&id=10568:2015-dr-david-mcqueen&Itemid=41319&lang=en



Professor Rosemarie Erben

<https://www.otago.ac.nz/heppru/iuhpe/otago109275.html>

We honoured leaders

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?”

Lifetime Achievement Awards

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.



Global Working Group
on Salutogenesis



Global Working Group
on Healthy Settings



Global Working Group
on Social Determinants
of Health



Global Working Group
on Health Literacy



Global Working Group
on Waiora Planetary
Health



Global Working Group
on Health Impact
Assessment



Global Working Group
on Mental Health
Promotion

We ran a webinar series



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 Gagnéux.

Watch:

<https://www.youtube.com/watch?v=JW1Pu5K4OcU&list=PLxzb4RdYkVksuTQyAgwwkSnUTrY8dZUja&index=4>

20 May 2021 The way forward for health promotion: the case of Health Literacy and Covid-19.

Webinar organized by IUHPE Global Working Group on Health Literacy. Moderator: Dr. Andrew Pleasant. Speakers: Prof. Gill Rowlands, Prof. Diane Levin-Zamir, Dr. Susie Sykes and Dr. Orkan Okan. Watch:

<https://www.youtube.com/watch?v=2XBG6x1LiJ0&list=PLxzb4RdYkVksuTQyAgwwkSnUTrY8dZUja&index=5>



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=sUnWMYRbAg&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.

<https://www.youtube.com/watch?v=0XuyAmQD-Bo&t=2143s>

1 February 2022, Exploring new developments in the Handbook of Salutogenesis (2nd Edition) & beyond. Webinar organized by IUHPE Global Working Group on Salutogenesis. Speakers: Maurice B. Mittelmark, Georg F. Bauer, Lenneke Vaandrager, Jürgen M. Pelikan, Shifra Sagy, Monica Eriksson, Bengt Lindström, Claudia Meier Magistretti. Watch: <https://www.youtube.com/watch?v=eTkZ3hW-LpQ>

17 February 2022, Context matters: Reflections on nuances in health promotion throughout the IUHPE North American Region. Webinar organized by North American Region. Moderator: Ann Pederson. Speakers: Desmalee Nevins, Stephanie Lietch, Irving Rootman, Mathieu Roy, Nikita Boston-Fisher, Marilyn Rice, William Potts-Datema, Hope Corbin. Watch: <https://www.youtube.com/watch?v=gRMcpISKOut&t=489s>

23 February 2022, Not just the virus: using HIA to address wider health impacts of COVID-19 from 3 countries' perspectives. Organized by the IUHPE Working Group on Health Impact Assessment. Moderator: Thierno Diallo. Speakers: Margaret Douglas, Liz Green, Fiona Haigh. Watch: <https://www.youtube.com/watch?v=gRMcpISKOut&t=489s>



23 February 2022, 2 p.m. EST | 7 p.m. GMT
**Not just the virus: Using HIA to address wider health impacts of
COVID-19 from 3 countries' perspectives**
organized by the IUHPE Global Working Group on Health Impact Assessment



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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Global Health Promotion



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See the full Table of Contents:
<https://journals.sagepub.com/action/showTocPdf?volume=28&issue=4&journalCode=pedb>

Visioning the Future, Learning from the Past, Shaping the Future

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.”

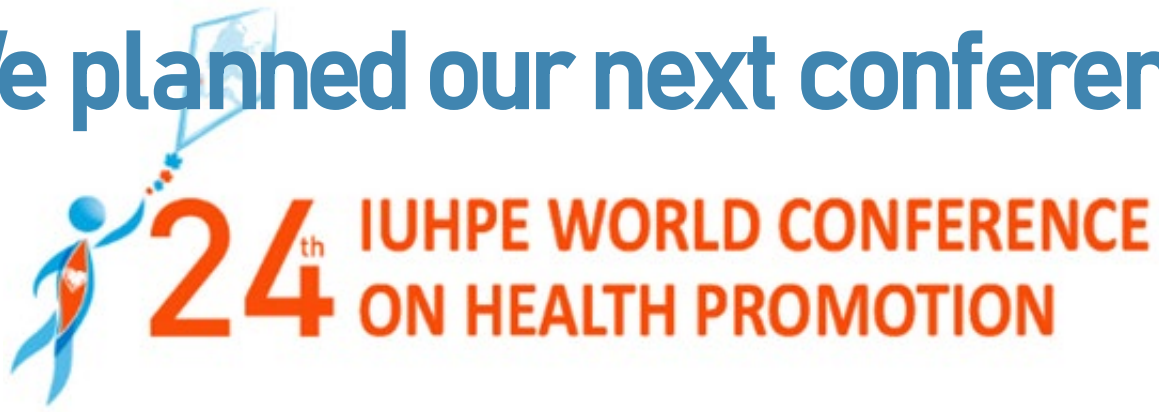
70 years of participation, collaboration and learning



“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!”



We planned our next conference

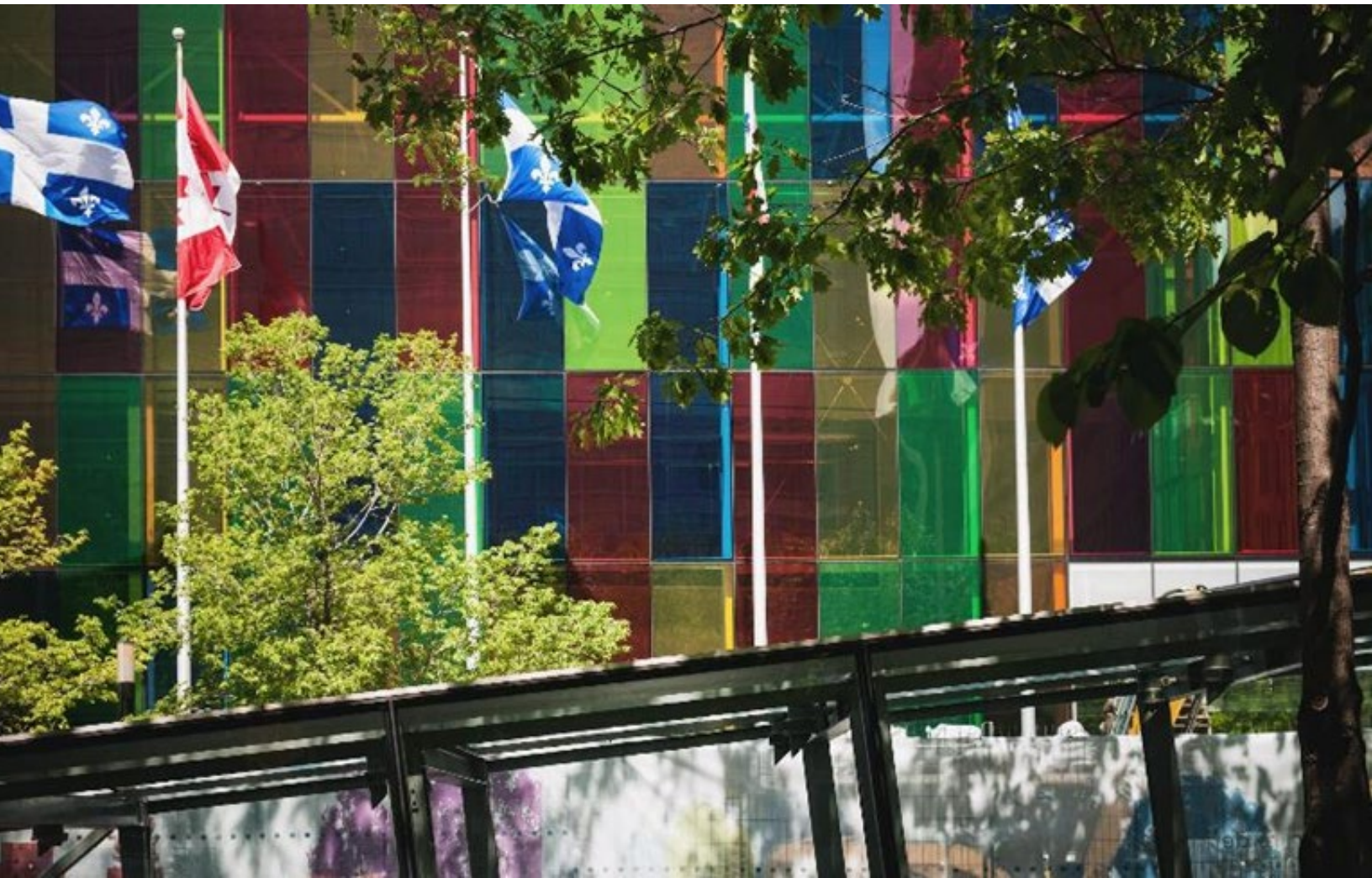


Promoting policies for health, well-being and equity

May 15 – 19, 2022

Montréal, Canada

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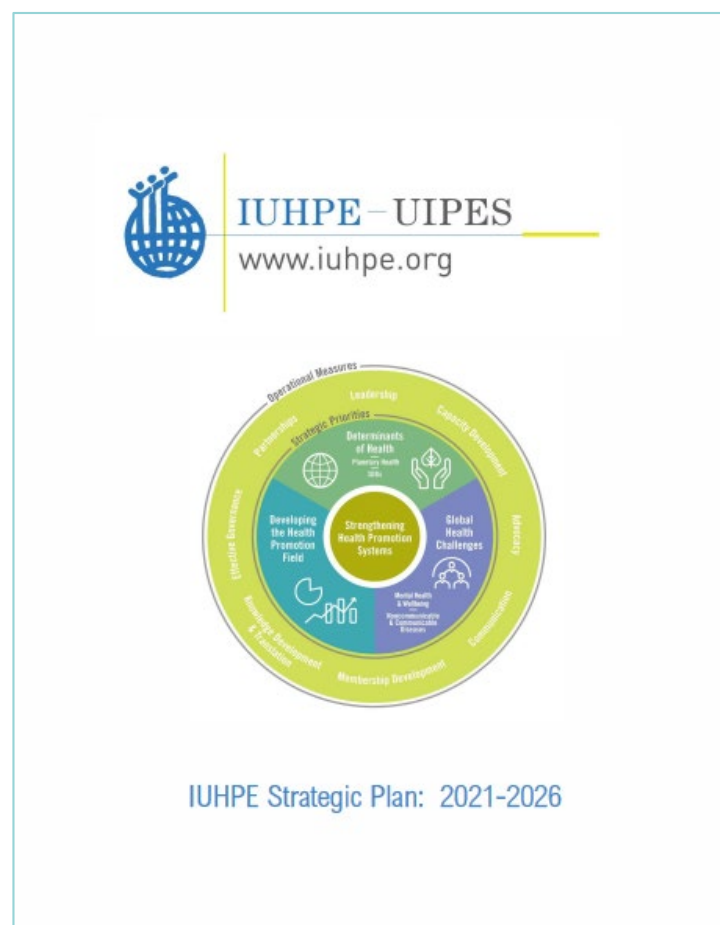


We developed a new strategic plan to guide the next five years

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 2018¹. 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



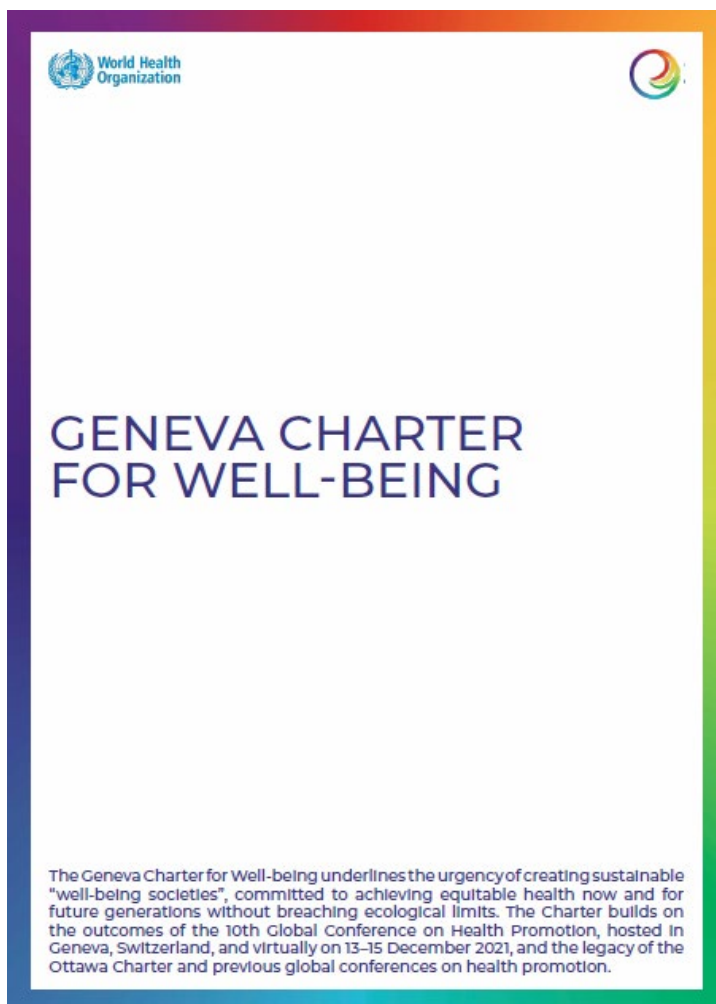
We collaborated with the WHO

IUHPE participated in the 10th Global Conference on Health Promotion, held virtually from December 13-15, 2021. Over 4500 participants from around the globe agreed on a Geneva Charter for Well-being. The charter builds on the Ottawa Charter for Health Promotion and the legacy of nine global conference on health promotion.

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.”

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.



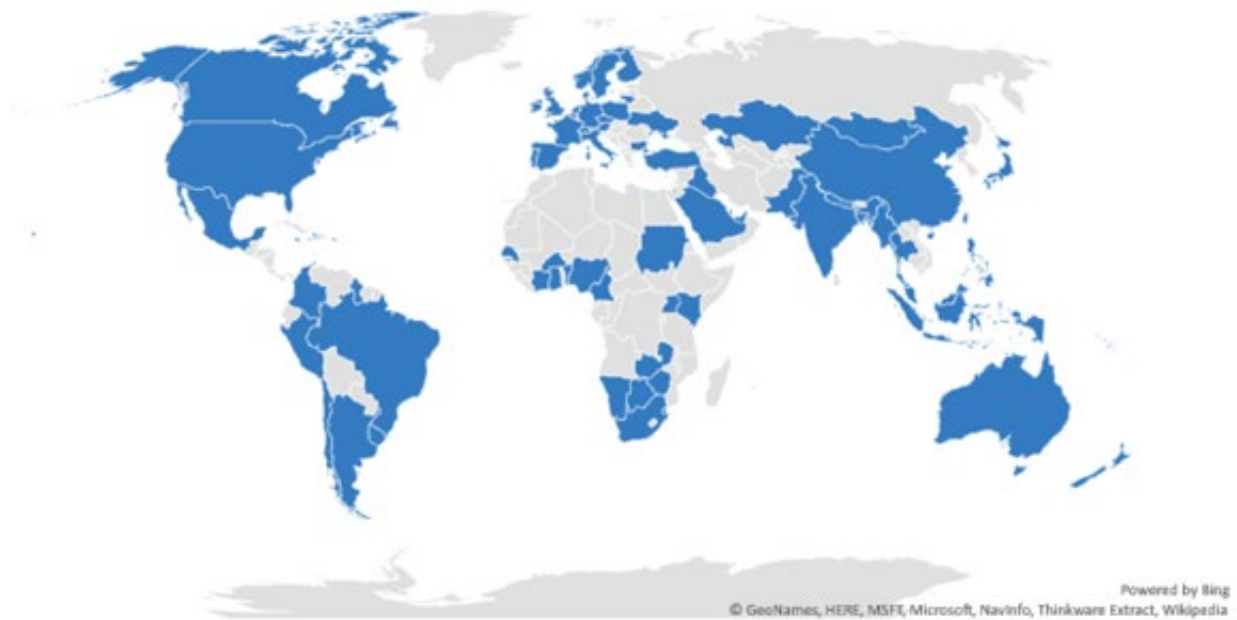
Acknowledgements

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The booklet was prepared by Ann Pederson in collaboration with the 70th Anniversary Planning Committee, comprised of: Margaret M. Barry; Liane Comeau; Paolo Contu; Nikita Boston-Fisher; Marie-Claude Lamarre; Claudia Meier Magistretti; Stephan Van den Broucke; and Sione Tuitahi .

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