

**Preliminary
Program**



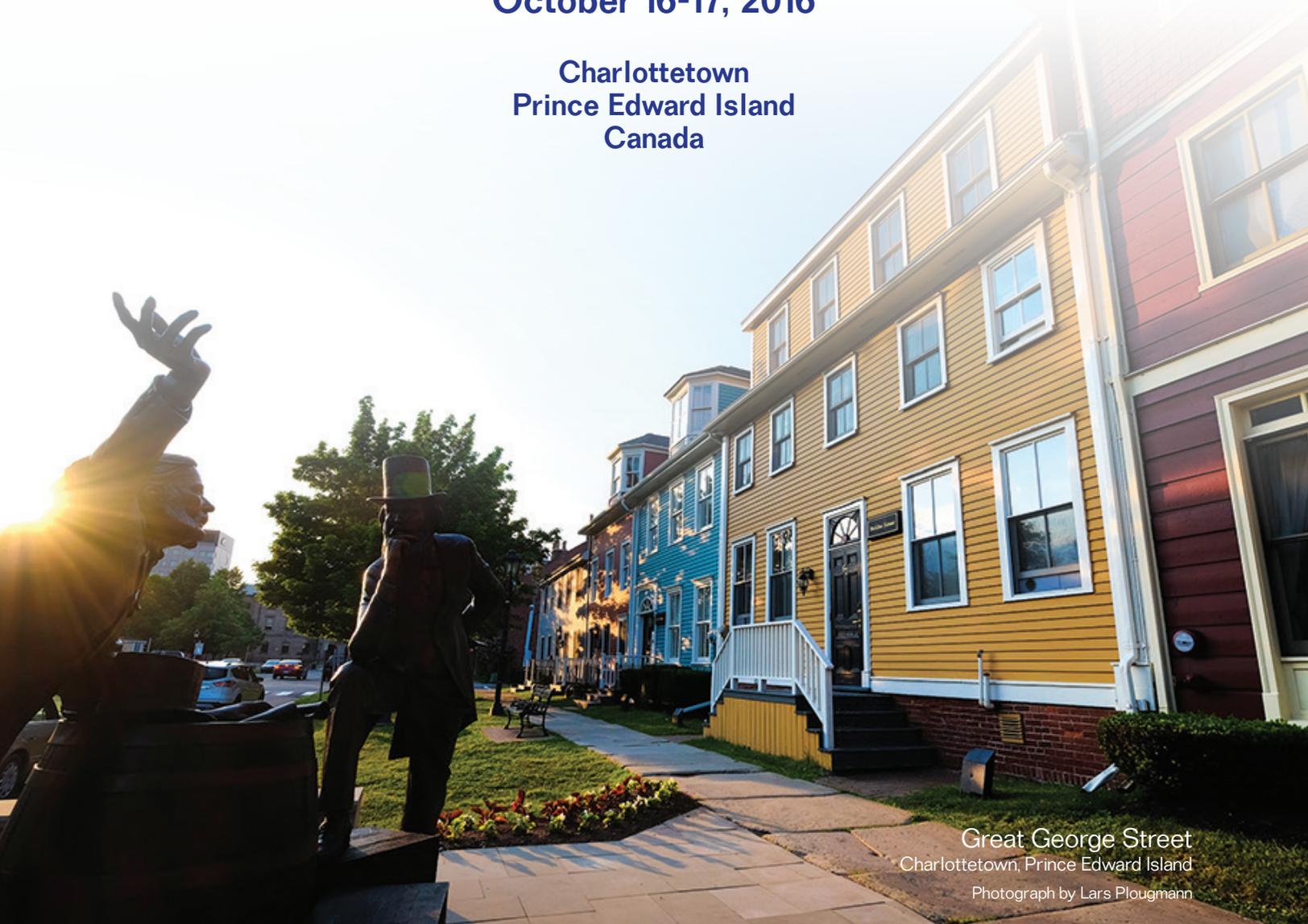
6th Global Forum on
HEALTH PROMOTION

6^e Forum mondial sur la
PROMOTION DE LA SANTÉ

Health Promotion at the Very Heart of Sustainability

October 16-17, 2016

Charlottetown
Prince Edward Island
Canada



Great George Street
Charlottetown, Prince Edward Island
Photograph by Lars Plougmann

www.globalforumpei-forummondialipe.com

#6GFHP /// #6FMPS

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Province House
Birth of Canadian Confederation
Charlottetown, Prince Edward Island

Background

The First International Conference on Health Promotion was held in Ottawa in November 1986 by the World Health Organization (WHO). At this event, the Ottawa Charter for Health Promotion was developed and adopted. The Charter identifies 5 key areas of health promotion:

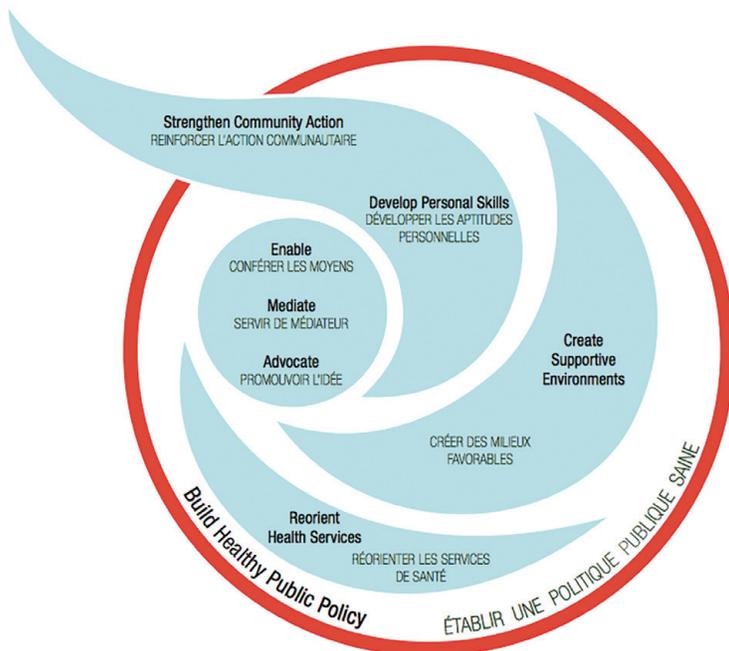
- Build Healthy Public Policy
- Create Supportive Environments
- Strengthen Community Actions
- Develop Personal Skills
- Reorient Health Services

Since then, seven other international conferences on health promotion have been organized by the WHO on various topics; followed by other declarations on health promotion.

The next international conference will be held in Shanghai, China November 21 - 25, 2016 (WHO Global Conference on Health Promotion 9GCHP).

For more information, visit:

www.who.int/healthpromotion/conferences/en/



The Global Forum on Health Promotion

is an initiative organized by the Alliance for Health Promotion, an international non-governmental organization (NGO), with a mission to strengthen global efforts to improve health by bridging the gap between international declarations and local realities; catalyzing and galvanizing NGOs' health promotion actions and advocating for a holistic approach to health. The first Global Forum organized by the Alliance in Geneva celebrated the 25th Anniversary of the Ottawa Charter in 2011 – *From Local Knowledge to Health in All Policies*. Since then, it has become an annual event in Geneva providing a platform for the Alliance members and leading players in health promotion from NGOs, civil society organizations, governments, academia, international organizations and private sector to share knowledge and build partnerships.

Previous forums included:

- **2012** – Accelerating Health Promotion Outcomes from Local to Global
- **2013** – Building Capacity for Health Promotion - Inter-sectoral partnership between civil society & government
- **2014** – Innovation and New Approaches for Health Promotion
- **2015** – Closing the Gap in Health Equity through Technology

Additional information on previous Global Forums on Health Promotion can be found at www.alliance4healthpromotion.org/?q=activities

In 2016, the Global Forum on Health Promotion will be held in **Charlottetown, Prince Edward Island, Canada October 16-17, 2016**. This year marks the first occasion that the Forum will be held outside of Geneva — a timely return to Canada to celebrate the 30th anniversary of the Ottawa Charter. The 6th Global Forum on Health Promotion is hosted and co-organized by the Government of Prince Edward Island in partnership with the Alliance for Health Promotion, The Quaich Inc. and Groupe entreprises en santé.

To support a common understanding of the key concepts of the Global Forum, the following definitions are provided:

“Health Promotion is the process of enabling people to increase control over, and to improve, their health’.¹ Dennis Raphael expands on that definition — ‘Health promotion provides a framework for efforts to improve the quality of life of individuals, communities, and societies by applying a wide range of activities and approaches to achieve desired outcomes. It is also about citizen engagement, an important part of how democratic processes can improve quality of life.’²

The World Bank defines **civil society** as “the wide array of non-governmental and not-for-profit organizations that have a presence in public life, expressing the interests and values of their members or others, based on ethical, cultural, political, scientific, religious or philanthropic considerations. Civil Society Organizations therefore refer to a wide of array of organizations: community groups, non-governmental organizations, labor unions, indigenous groups, charitable organizations, faith-based organizations, professional associations, and foundations.”³

¹ World Health Organization. Health Promotion. [Online] 2016. [Cited: April 5, 2016.] www.who.int/topics/health_promotion/en/

² Raphael, D. Health Promotion and Quality of Life in Canada. 1st ed. Toronto, Ontario: Canadian Scholars' Press Inc; 2010.

³ The World Bank. Defining Civil Society. [Online] July 22, 2013. [Cited: April 5, 2016.]

web.worldbank.org/WBSITE/EXTERNAL/TOPICS/CSO/0,,contentMDK:20101499~menuPK:244752~pagePK:220503~piPK:220476~theSitePK:228717,00.html

Charlottetown

Prince Edward Island



The 6th Global Forum on Health Promotion

THEME

The theme of the 6th Global Forum on Health Promotion is **Health Promotion - At the Very Heart of Sustainability**, and it will celebrate the 30th anniversary of the Ottawa Charter and highlight the contributions of civil society and health promotion initiatives to sustainable development. The 6th Global Forum will be presented in Canada's two official languages, with simultaneous translation available in French and English.

The Forum presents a unique opportunity to learn from and connect with international health promotion leaders. The event will bring together policymakers, government leaders, NGOs, researchers, educators, health promotion and public health professionals, community health leaders and experts across all sectors working to promote health, equity and sustainability.

The goal of the 6th Global Forum on Health Promotion is to highlight the ways in which Health Promotion and Civil Society can contribute to the achievement of the United Nations Sustainable Development Goals. These 17 goals were adopted by world leaders during the United Nations Sustainable Development Summit in 2015, as a means to end poverty, fight inequality and injustice, and tackle climate change by 2030. In this period of global transition, health promotion is integral to creating the new sustainability paradigm. The Forum will focus on how health promotion activities can support the achievement of the Sustainable Development Goals over the next 14 years, revealing how communities and organizations around the world are creating change for local, national and global impact.

Objectives:

- To identify the achievements of Health Promotion in relation to the Ottawa Charter over the past 30 years.
- To highlight civil society activities and initiatives in Health Promotion over the past 30 years.
- To strengthen the link between the Determinants of Health, Health Promotion and the United Nations Sustainable Development Goals.
- To discuss the ways in which Health Promotion and Civil Society can contribute to the achievement of the United Nations Sustainable Development Goals, and foster the development of the new leadership in Health Promotion.
- To produce a declaration — a call to action — for increased investment by governments in health promotion and increased collaboration with civil society, as viable strategies to achieve sustainable development.

PROGRAM HIGHLIGHTS

- Official addresses from international leaders in health promotion
- Keynote speaker Zsuzsanna Jakab, Regional Director, WHO's European Office
- Roundtable on Governance for Health featuring Canadian and International representatives
- Panel on the New Leadership for Health Promotion
- The development of the PEI Declaration⁴
- Reception and official dinner to celebrate a major contributor to health promotion



*5th Global Forum on Health Promotion in Geneva, Closing the gap in health equity through technology, November 2015.
Photo: GHP / S. Deshapriya*

⁴ The PEI Declaration will be submitted to the World Health Organization in advance of the 9th Global Conference on Health Promotion in Shanghai, China, in November 2016.

CONCURRENT SESSIONS - THEMES AND TOPIC AREAS

The 6th Global Forum is offering five concurrent sessions each day with themes which reflect the 5 strategies of the Ottawa Charter for Health Promotion. Topic areas are grouped according to themes and address the many issues requiring multiple strategies to promote health and sustainable development. Sessions will include a presentation and interactive working session that will provide input to the PEI Declaration.

The five session themes are outlined below. These are preliminary titles and topic areas, with more details to be announced in the coming months.

1. Reorienting Health/Human Services

- Balancing the education of health professionals in post secondary institutions - increasing the emphasis on health promotion.
- Reaching beyond the health sector in achieving population health

2. Creating Supportive Environments

- Political Determinants of Health and Global health equity
- Healthy settings - Urban Design

3. Strengthening Community Action

- Self-governance and Indigenous peoples - lessons in promoting health
- Migration and Health - Inclusion and diversity in our communities

4. Creating Healthy Public Policy

- Climate change and global health governance
- Mental health promotion and healthy public policies - focus on children and youth
- Gender Transformative Health Promotion

5. Developing Personal Skills

- Increasing Health Literacy of the population
- Social media and Knowledge management

Program

DAY 1 – OCTOBER 16	
07:00	Registration
08:30	Welcome Aboriginal Opening Opening Remarks Video message - Ilona Kickbusch, Director, Global Health Program at the Graduate Institute for International and Development Studies, Geneva, Switzerland
09:15	Keynote Speaker - Zsuzsanna Jakab, Regional Director, WHO EURO - The legacy of the Ottawa Charter reflected in the Sustainable Development Goals
10:00	Overview of the Forum
10:15	NETWORKING BREAK
10:45	Plenary Discussions: What are the links between Health Promotion & Sustainable Development Goals?
12:00	LUNCH
13:00	Concurrent Sessions
14:30	NETWORKING BREAK
15:00	Roundtable – Governance for Health Moderator: Mihály Kökény, MD., PhD., Former Minister for Health, Hungary Senior Fellow, The Graduate Institute of International Studies, Geneva, Switzerland Canadian and International Representatives
16:45	Summary and Adjourn for the day
18:30	Reception and Dinner
DAY 2 – OCTOBER 17	
07:00	Registration
08:30	Welcome and highlight work on the PEI Declaration
08:45	Research Presentation - Review of 30 years of health promotion by civil society since the establishment of the Ottawa Charter
09:15	Plenary Discussion: How can health promotion work with civil society to contribute to the Sustainable Development Goals?
10:15	NETWORKING BREAK
10:45	Concurrent Sessions
12:00	LUNCH
13:00	The New Leadership of Health Promotion: Who's ready to lead the next 30 years?
14:00	Presentation of the draft PEI Declaration from the Writing Room Team
15:15	Stretch Break – Refreshments available
14:30	Panel – Response to the Proposal for the PEI Declaration
15:30	Closing Speaker & Call to Action
16:00	Evaluation and Adjournment – Send off the PEI Declaration to Ottawa! Aboriginal Closing

Participants

The 6th Global Forum on Health Promotion is expected to receive 300 participants from around the world representing policymakers, government leaders, NGOs, researchers, educators, health promotion and public health professionals, community health leaders and experts across all sectors working to promote health, equity and sustainability. This event is of interest to those wishing to see a greater focus on wellness and health — shifting away from our current reliance on medical systems to treat the symptoms of illness and injury — as a means to build healthy communities and an informed, active public. Forum organizers are taking steps to create a supportive and accessible learning environment that welcomes diverse cultures and perspectives, and recognizes the teachings and principles of Indigenous populations. For those unable to attend in person, an online forum and social media program will capture the dialogue and contributions of participants from around the world.



PEI Conference Centre
Charlottetown, Prince Edward Island

Travel Info & Host City

The 6th Global Forum on Health Promotion takes place in Charlottetown, the capital city of Prince Edward Island. Part of Canada's east coast, PEI is nestled between New Brunswick, Nova Scotia, Québec and Newfoundland and Labrador. PEI is Canada's smallest province, yet it was within this small locale that a great country was born, giving the Island the title of "birthplace of Confederation".

Traveling to Charlottetown is easy. For those arriving by air, **Air Canada** is offering a special discount rate for Global Forum participants, when you book through their website using the promotion code **V32EN9R1**. The airport is just a few minutes away from historic Downtown Charlottetown where hotels and the conference venue is located.

For those traveling by car, the Confederation Bridge connects PEI to New Brunswick. This 13 kilometre bridge makes traveling to the Island quick and easy. The bridge is open 24 hours a day and tolls are collected when leaving the Island. The bridge brings you to Borden-Carleton, in the southwestern region of the Province, and Charlottetown is approximately 45 minutes away by car. For more information, visit www.confederationbridge.com

Another option for those traveling by car is to experience the journey to the Island by ferry. Northumberland Ferries operates ferry service between Nova Scotia and PEI. The ferry ride is approximately 75 minutes and arrives in Wood Islands, in PEI's southeastern region. The trip to Charlottetown from Wood Islands is approximately 45 minutes by car. For more information, visit www.peiferry.com

THE VENUE

The 6th Global Forum on Health Promotion takes place at the brand new **PEI Conference Centre** in historic Downtown Charlottetown. The Conference Centre adjoins the Delta Prince Edward Hotel, and the space offers stunning views and access to the Charlottetown waterfront.

ACCOMMODATION

The **Delta Prince Edward** is the official hotel for the 6th Global Forum on Health Promotion. The Delta is located on the historic Charlottetown Seaport and conveniently adjoins the PEI Conference Centre, where the Forum will be held. A block of rooms have been secured at a reduced rate for the conference, and booking early is recommended! Be sure to mention the 6th Global Forum on Health Promotion to receive the group rate.

Other hotels within walking distance of the PEI Conference Centre include:

- **The Holman Grand Hotel**
- **The Great George**
- **The Hotel on Pownal**
- **The Rodd Charlottetown**

EXPERIENCE A UNIQUE ISLAND CULTURE

Consider spending an extra day or two and experience all that the Island has to offer — from exploring the natural beauty of PEI's beaches, coastlines and scenic drives, to taking in some of the Island's rich cultural offerings in music, theatre and art, and of course eating delicious seafood and local cuisine. Plan your visit with a little help from **Tourism PEI**.

Expected Results

Health promotion stands to play an integral role in achieving the 2030 Agenda for Sustainable Development adopted by the United Nations. The 6th Global Forum on Health Promotion will bring together experts and leaders across sectors who are working to promote health, equity and sustainability to share knowledge and build partnerships.

Participants of the 6th Global Forum will collaborate on a civil society declaration to develop a credible, meaningful message to the WHO 9th Global Conference on Health Promotion in Shanghai, China, in November 2016. The PEI Declaration is an opportunity to propose bold new strategies to shift action and investment in health promotion upstream for sustained, positive impact on population health.

Finally, the 6th Global Forum on Health Promotion will recognize the efforts of NGOs, communities and organizations around the world that are improving health and creating change for local, national and global impact.

Final Considerations

The 6th Global Forum on Health Promotion will reaffirm the actions of the Ottawa Charter and propose new strategies to shift action and investment in health promotion upstream for sustained, positive impact on population health. The Forum is an opportunity to set new leadership directions in health promotion which align with the United Nations' Sustainable Development Goals.

Together we are acting locally to achieve a global impact.

Covehead
Prince Edward Island



Organizing Committee



Alliance for Health Promotion (A4HP): An international non-government organization (NGO) located in Geneva established in 1997. Its mission is to strengthen global efforts to improve health by bridging the gap between international declarations and local realities; catalyzing and galvanizing NGOs health promotion actions; and advocating for a holistic approach to health. In January 2015, the Alliance was admitted into Official Relations with the WHO.

www.alliance4healthpromotion.org



Groupe entreprises en santé (GES): A non-profit organization (NPO) established in 2004 and based in Montreal to promote and support overall health in the workplace. The GES supports enterprises to integrate effective best practices in the areas of physical and psychological health. They were actively involved in the recognition of the first international norm (ISO) in global health promotion among enterprises.

www.groupeentreprisesensante.com/fr/



The Quaich Inc.: A health promotion consulting organization based in Prince Edward Island (PEI). The Quaich is a knowledge broker providing technical and facilitation support for an internationally adopted model, "Circle of Health" which was developed in PEI and is inclusive of the Ottawa Charter for Health Promotion. The Quaich is known for its ability to add value to client organizations by optimizing knowledge and resources amongst stakeholders and increasing client capacity to promote healthier, safer communities.

www.thequaich.pe.ca/about.asp



Health and Wellness

The Government of PEI: The Government of Prince Edward Island is responsible for developing, implementing and enacting public policy. As one area within government, the Department of Health and Wellness provides leadership, policy direction and programs that contribute to sustainable health services and health promotion, prevention and protection activities to improve the health and wellness of Islanders.

www.gov.pe.ca



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Confederation Bridge
A year-round travel link to Prince Edward Island.