

# **Health Promotion Preliminary Research Report Looking Back ... Moving Forward**

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6<sup>th</sup> Global Forum on  
HEALTH PROMOTION

6<sup>e</sup> Forum mondial sur la  
PROMOTION DE LA SANTÉ

**Health Promotion  
Preliminary Research Report  
Looking Back ... Moving Forward**



Great George Street  
Charlottetown, Prince Edward Island  
Photography: Lars Plougmann

# The process start in April 2016



# Overview of the research report

- Background paper
  - **WHO Global Conferences on Health Promotion**
    - From Ottawa to Shanghai - An Overview of Declarations and Recommendations related to Health Promotion
  - **The Alliance for Health Promotion**
    - Its commitment to the 5 strategic areas of the Ottawa Charter
  - **1986-2016 – A Retrospective on Health Promotion in Canada**

# Overview of the research report

- Discussion Papers
  - **The Ottawa Charter and the United Nations Sustainable Development Goals**
  - **Civil Society's Role in Health Promotion: Some Essential Points of Reference**

# Overview of the research report

- Case Papers
  - Cases from Canada
    - **The Circle of Health** A holistic and systematic approach to health promotion research, education and practice
    - **The *Hans Kai*** The implementation in Canada of a Japan's fascinating health promotion program
    - **Health Promotion and the value of upstream intervention** Health Nexus action
    - **Support Health Promotion in the Workplace** Groupe entreprises en santé

# A collective action!

- Warms thanks to:
  - Bruno Bélanger, editor in chief, Spiritualité/Santé magazine
  - Bernard Kadasia, president of A4HP
  - Don McNair, [www.mcnairedits.com](http://www.mcnairedits.com)
  - Jeane Day, Laura Lee Noonan, Patsy, Beattie-Huggan and Gabriella Sozanski: SC members
  - All the research report collaborators

# **WHO Global Conferences on Health Promotion**

- **From Ottawa to Shanghai: An Overview of Declarations and Recommendations Concerning Health Promotion (1986-2016)**

By Jean-Pierre Girard and Gabriella Sozanski



# Bangkok Charter: actions and commitments required to deal with the determinants of health

*advocate for health based on human rights and solidarity*

*invest in sustainable policies, actions and infrastructure to address the determinants of health*

*build capacity for policy development, leadership, health promotion practice, knowledge transfer and research, and health literacy*

*regulate and legislate to ensure a high level of protection from harm and enable equal opportunity for health and well-being for all people*

*partner and build alliances with public, private, nongovernmental and international organizations and civil society to create sustainable actions*

# Bangkok Charter four key commitments to enhance health promotion

- *central to the global development agenda*
- *a core responsibility for all of government*
- *a key focus of communities and civil Society*
- *a requirement for good corporate practice*

# Commission on Social Determinants of Health 2008

- *Improve the conditions of daily life;*
- *Tackle the inequitable distribution of power, money and resources;*
- *Measure the problem, analyze it and evaluate the impact of action.*

# **Civil Society's Role in Health Promotion: Some Essential Points of Reference**

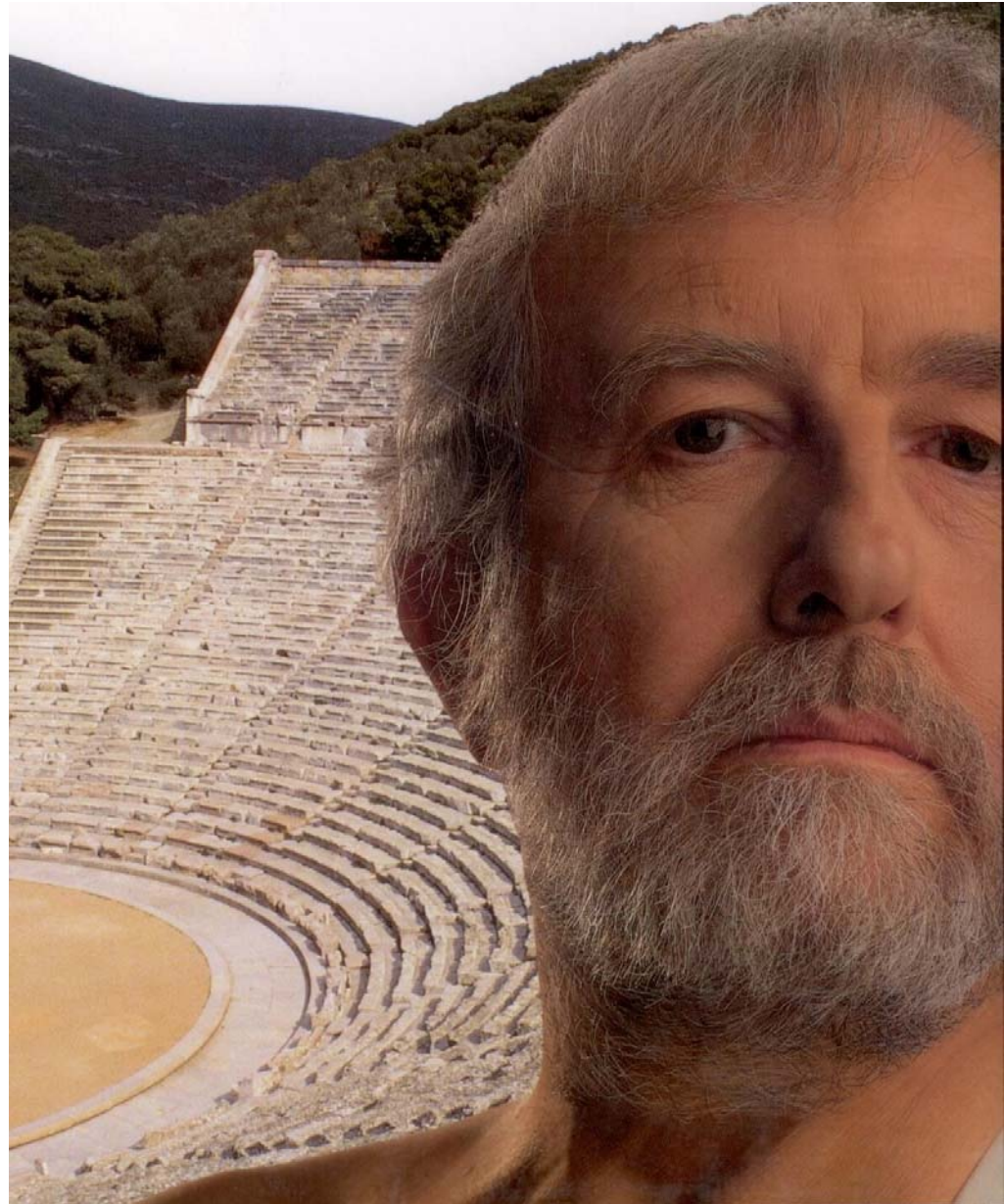
# Greece's Classical Period (480-323 BCE)

Idea of citizen participation in the life of the City

In the view of Aristotle, civil society (*koinōnia politiukē*) was a group of politically-organized citizens who were the cornerstone of the democracy.

It is not open to all citizen.

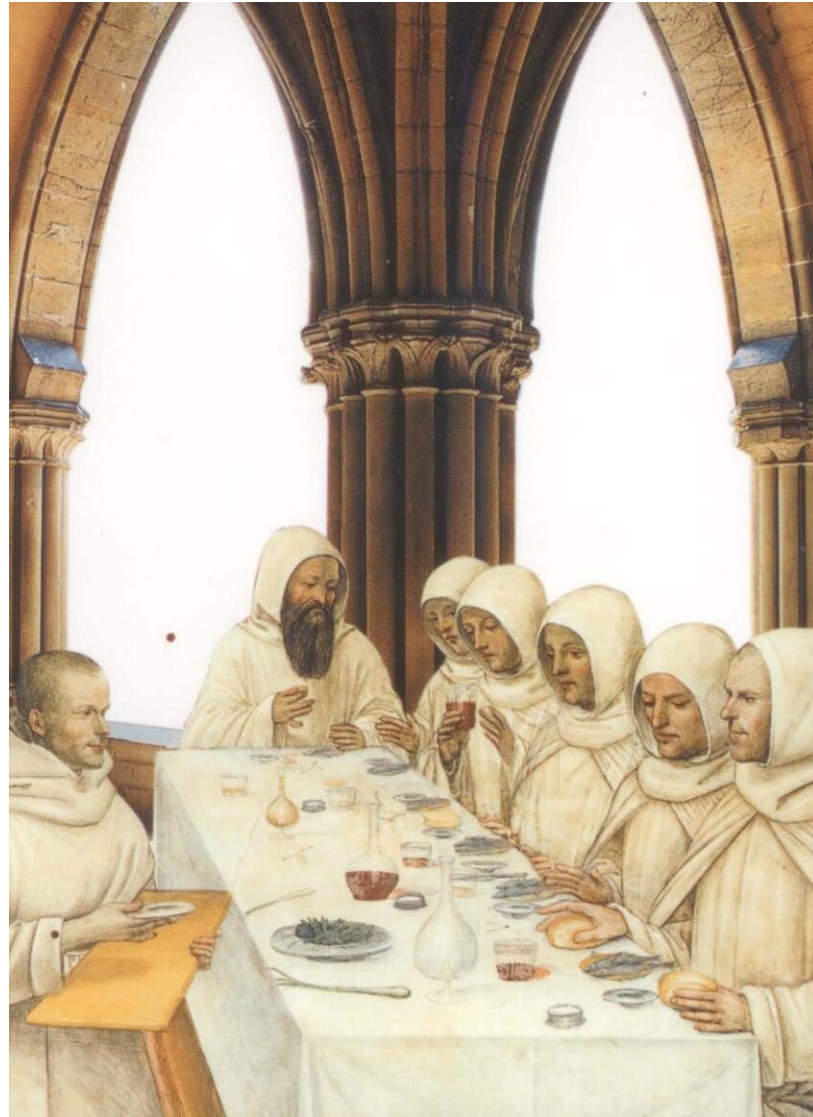
The proceedings of civil society took place in a public area



# Middle Ages (5th - 14th Century CE)

The  
notion of civil society was embedded  
in the  
idea of the Christian community.

Civil society in this  
period was not an autonomous  
structure



Renaissance (14th -17th Centuries)

Age of Enlightenment  
(18th Century)

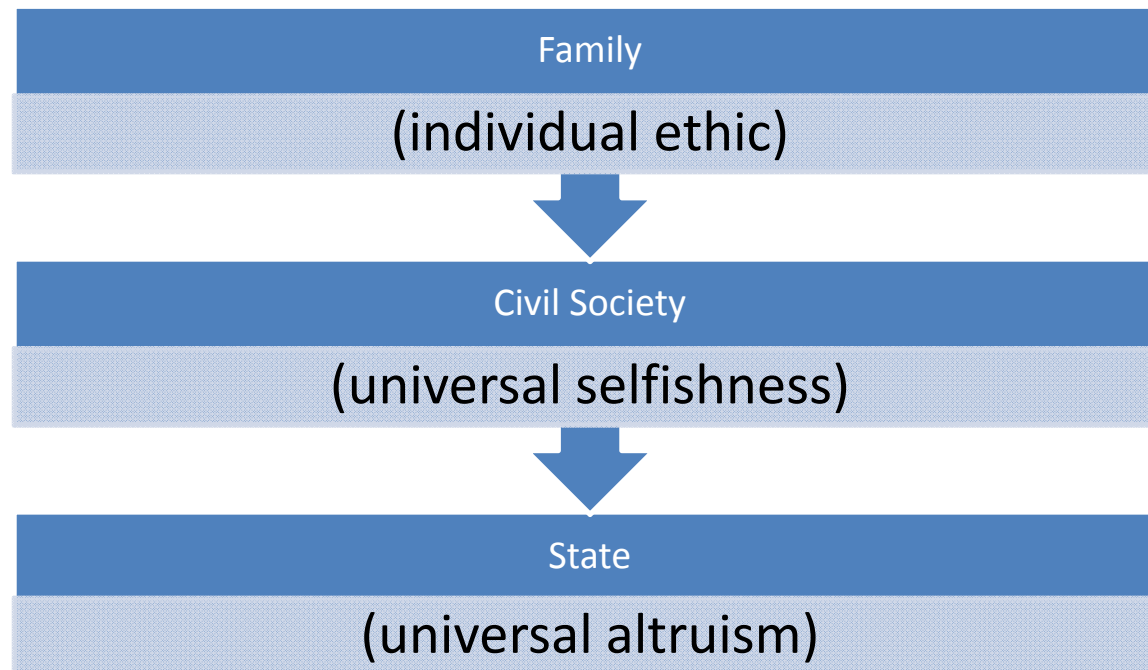
Hobbes and Locke, two renowned social contract theorists, civil society was very similar to political society. To them, civil society was a political union based on an implicit consensual arrangement

# Marx: Civil society

Civil society= the space of economic and social life where all men are unequal in terms of status, profession and education (class struggle)



# Hegel : ethical life or social ethic



# The Civil Society Today

- Third Sector, meaning various organizations that offer services and solidarity and, while different from State and market, are connected to both.
- Social economy, with clear reference to the governance or the democratic life
- Nonprofit sector

# Conversation: Jurgen Habermas

Civil society is based on networks of association that offer public space for conversation in order to solve problems of general interest

# Civil society: World bank

*The term civil society [refers] to 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 cultural, ethical, political, scientific, religious or philanthropic considerations. Civil Society Organizations (CSOs) therefore refer to a wide of array of organizations: community groups, non-governmental organizations (NGOs), labor unions, indigenous groups, charitable organizations, faith-based organizations, professional associations, and foundations*

# Civil Society and the Health Issue:

Loewenson: (1) the positive role of CSOs

*Force for more humane governance and more human-centred development and thus a counter to powerful private for profit interests*

# Civil Society and the Health Issue

Loewenson:

## (2) areas of intervention

*Interventions to legitimize policies, mobilize constituencies, resources and actions around policies and to monitor their implementation. CSOs have contributed technical expertise to policy development. They have made global and international policy processes more publicly accessible through disseminating information*

# Civil Society and the Health Issue

Loewenson: (3) impacts of CSOs

*Community support of new initiatives, shared values, knowledge and expertise, increased resource mobilisation and increased policy accountability*

*CSOs contributing skills, leadership and constituencies to back policy changes and disseminating social innovation.*

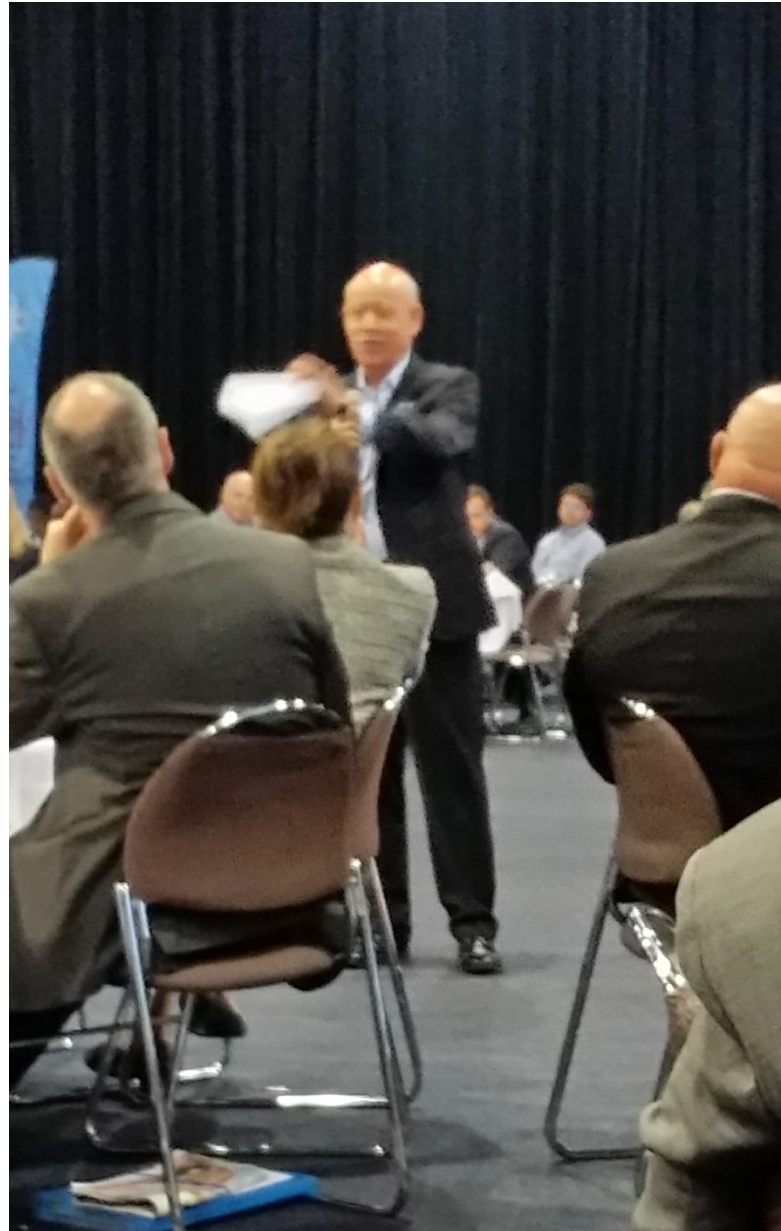
# Civil society must be a place that promotes deliberation and arguments: Habermas

- **The importance of argument:** the decision must be the result of exchange and discussion of various points of view.
- **Inclusion:** The discussion must be open to all stakeholders who are concerned or will be impacted by the decision.
- **Transparency:** The discussion and the decision must occur publicly. There is no hidden process.



*The Third  
Industrial Revolution:  
Jeremy Rifkin*

*Civil society is  
the place  
where  
humanity  
creates social  
capital*



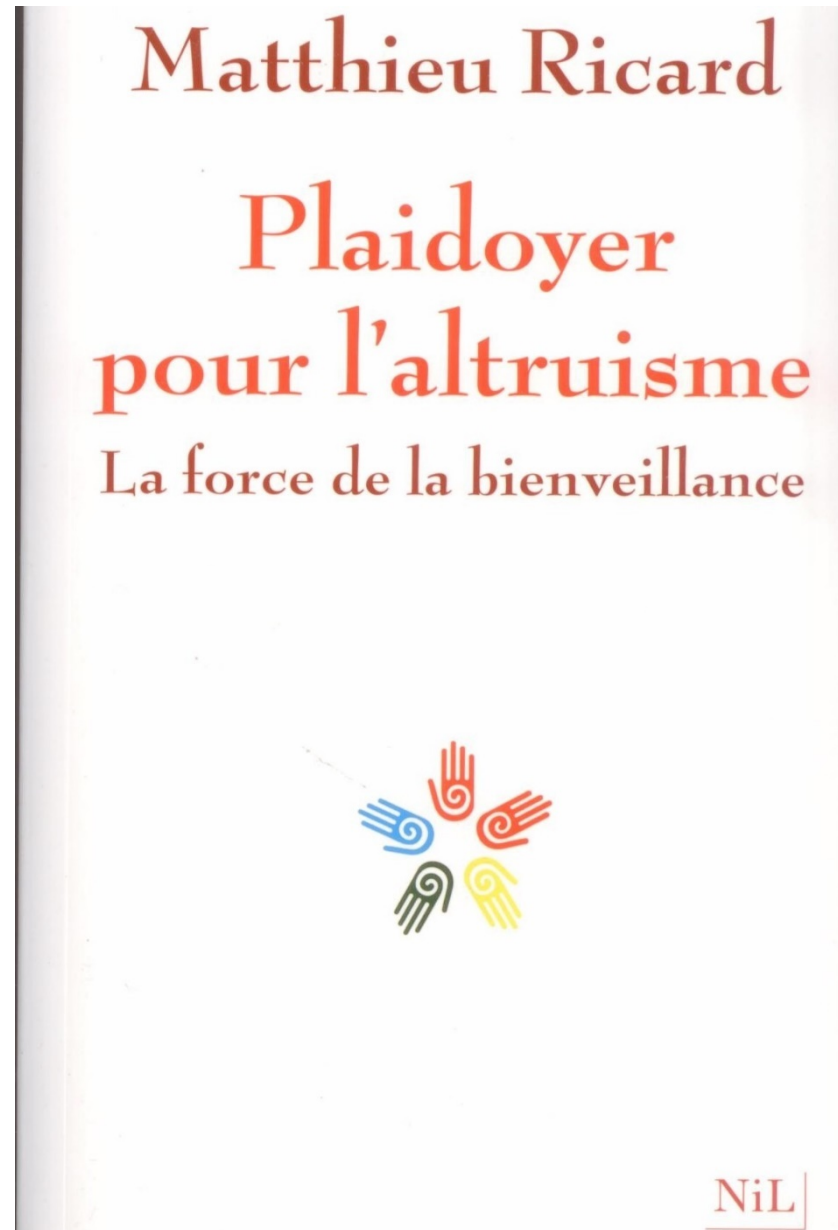
**Matthieu Ricard: *Plaidoyer pour l'altruisme*, citing Professor Henry Mintzberg**

Civil society organizations are “[...]

better able to create a collective dynamic of value creation, and to adopt responsible behaviours

vis-à-vis common property: natural

resources and human communities



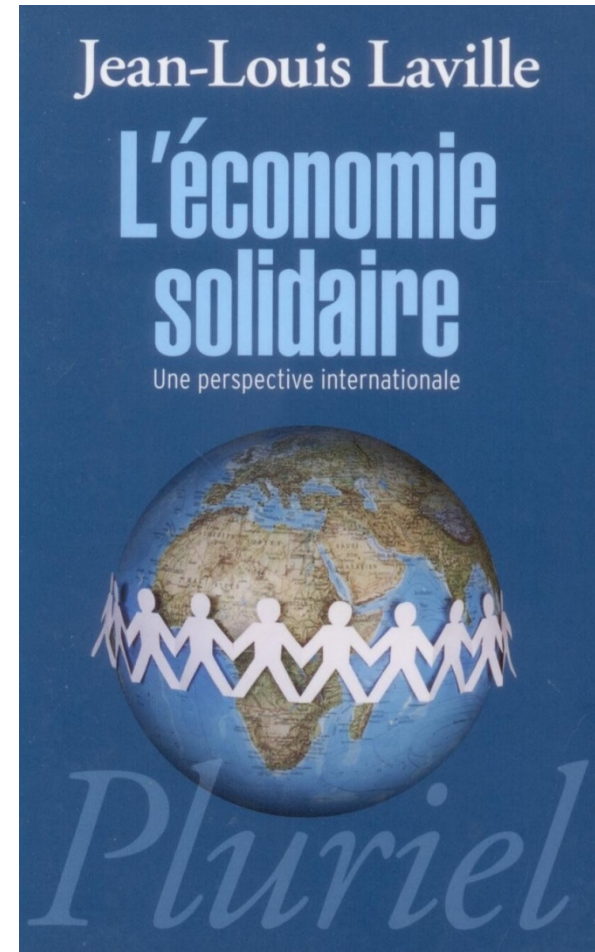
# CSO and multistakeholder

CSOs also have a remarkable capacity to bring diverse stakeholders under a common umbrella. They may be individuals, corporations and sometimes representatives of public bodies.

# CSO resource hybridization: Laville

CSO= organizational framework that welcomes resource hybridization.

That means, a mix of income streams, including agreements with public authorities, donations, market sales of products or services and voluntary contributions

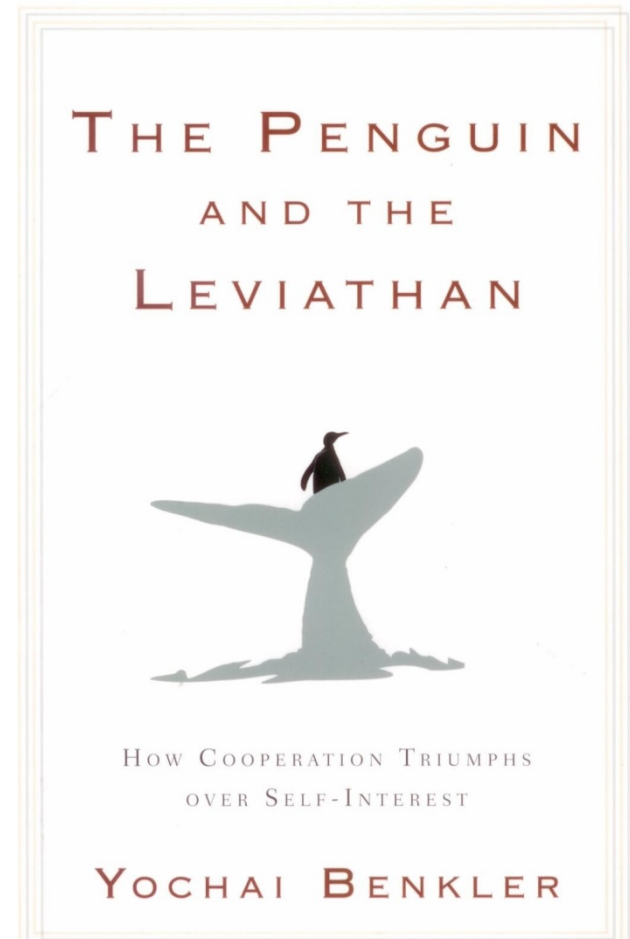


Are we inherently selfish  
creatures?

Are we guided solely by  
the invisible hand  
(Smith)?

# NO!

- Benkler: *hundreds of studies conducted across dozens of cultures have found that most people will act far more cooperatively than previously believed*



# CSO as a very good framework for cooperation!

Many CSOs welcome voluntary contributions in addition to paid staff, or simply operate on the basis of a set amount of volunteer hours. In other words, CSOs are a fabulous framework for the expression of collaboration and co-operation among a wide array of stakeholders, including volunteers!

# CSO source of social relationships

- Social relationships—both quantity and quality—affect mental health, health behavior, physical health, and mortality risk. Sociologists have played a central role in establishing the link between social relationships and health outcomes, identifying explanations for this link, and discovering social variation (e.g., by gender and race) at the population level.



# CSO + NTI= winning team!

Benkler: *The emergence of social production on the Internet has given us countless newer, cheaper, easier, and more rewarding platforms for collaboration than we have ever had before.*

*On the web, people are engaging in voluntary acts of cooperation every day .... And increasingly we see software developers, entrepreneurs, and civil society organizations experimenting with and building online systems of social, cooperative interaction—with amazing results.*

# In conclusion...

These capabilities, so conducive to synergies and to the structuring of an ecosystem of sharing, are converging as never before to enhance the strategies of the Ottawa Charter.

It is for us to seize these opportunities