

HARNESSING CIVIC ENGAGEMENT

2016

Governance

for Health –

From Local

to Global

Multi-cultural

and Ecological

Environments

Civil Society

Engagement

& Action

Community

& Individual

Resilency

Achieving the Sustainable Development Goals (SDGs) through Social Mobilization and Health Promotion Leadership

BACKGROUND

The 6th Global Forum on Health Promotion, took place on October 16th and 17th, 2016 and brought together more than 250 Canadian and international leaders in the field of health promotion, across all sectors working to promote health, equity and sustainability. The forum revealed how citizens, communities and organizations around the world are playing a critical role in contributing to the achievement of the **United Nations Sustainable** Development Goals (SDGs).

Delegates worked together to create the PEI Declaration, a civil society call for action that affirms the essential roles played by Civil Society Organizations (CSOs);

enabling, mediating, and advocating, with a mission of being the conscience of political decision-makers, in using health promotion strategies to achieve the Sustainable Development Goals (SDGs).

But the SDGs have limitations, such as insufficient acknowledgement of racism as a limiting factor and of the key role that civil society plays in promoting health from the individual to the global level. Achievement of the SDGs is dependent on CSOs and the leadership role they play within health promotion.

NGOS AND CIVIL SOCIETY PROMOTING POSITIVE CHANGE

Empowering individuals and communities with ownership of knowledge and means to better control their health.

Advocating for a holistic approach to health.

Facilitating exchange of experiences and lessons learned.

Bridging the gap between international declarations and local realities.

Achieving
a positive impact
on policy and
decision-making
through civic
engagement.

HEALTH PROMOTION ACTION

In 1986, the Ottawa Charter for Health Promotion identified five action areas for health promotion.

Thirty years later, the Ottawa Charter continues to provide a solid foundation upon which to build.

1986

Healthy

Public Policy

Supportive

Environments

Community

Action

Personal Skills

Build Healthy Public Policies

Health promoters use intersectoral collaboration to respond to the complexity of emerging issues which would be strengthened by horizontal and vertical policy integration between sectors and all levels of government. Health promoters and CSOs have to work together in policy making at all political levels from local to global.

Create Supportive Environments

Health promoters and CSOs are working to develop policies and advocate at the global level regarding the effects of colonialization on cultures and ecosystems and calling for solidarity, social and ecological justice, and inclusiveness.

Strengthen Community Action

Health promoters and CSOs have real talents in fostering asset-based practices, intersectoral collaborations, community development, participatory processes, creating spaces for the voices of CSOs to be heard at all levels and holding governments and the private sector accountable for actions on the SDGs.

Develop Personal Skills

People need literacy in civic engagement, social determinants of health and equity. With the evolution of social media, we can connect and engage people to strengthen community and individual literacy and resiliency.

Reorient Health Services

Reorient
Health Services

We recognize that all human services (e.g. justice, social services, education), public institutions, and the private sector need to change the way they work with each other and the public in recognition of their connection to health.

Health & Human Services
System

CHARLOTTETOWN CALL TO ACTION

In this period of global transition, health promotion and civil engagement are integral to creating the new sustainability paradigm.

Health promotion is essential to achieving the Sustainable Development Goals through the following actions:



All levels of government implement intersectoral collaboration and horizontal – vertical policy integration across sectors and jurisdictions.



more resources
across all sectors for
health promotion,
civil society and
communities
to strengthen
their capacity for
engagement and



Civil Society
Organisations work
together to hold
governments
accountable for
action on the SDGs.



Governments, with the support of WHO, create enabling environments for inter-sectoral collaboration that incorporates indigenous, traditional and local knowledge, and partners with communities and Civil Society Organizations.



A Global Treaty
on Health for All
be developed by
UN member states
in collaboration
with Civil Society
Organizations.



Health promoters use this Declaration as the foundation for their practice.



WHO, working with other
UN agencies, focus attention
and resources to make sure
that effective health
promotion strategies are
widely known and applied,
and are built into WHO work
and decision-making; from
planning, to resource
allocation, to training
of health professionals
globally, so that these skills
are available at both local
and national levels in all
countries.



WHO and governments at all levels invest in research, evaluation and knowledge exchange, including indigenous and traditional knowledge, about the effectiveness of implementing multi-level, multi-action, and civil society-engaging health promotion strategies towards advancing the SDGs

THANKS

The 6th Global Forum on Health
Promotion was 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.







