

Event submission guidebook for the

European Public Health Week

Innovation for Resilience: Shaping a Sustainable Future

12-16 May 2025

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1. About European Public Health Week 2025

The European Public Health Week (EUPHW) is an annual initiative organised by the European Public Health Association (EUPHA). This event has grown significantly in scope and impact, evolving to meet the changing landscape of public health challenges in the European region.

The European Public Health Week (EUPHW) 2025 will focus on the overarching topic - ***Innovation for Resilience: Shaping a Sustainable Future.***

Building on the 17th European Public Health Conference 2024 in Lisbon, and in line with the EPH 2024 statement, the EUPHW 2025 will continue to explore and expand upon the theme of "Innovation for Resilience," engaging members and citizens in European countries.

The European Public Health Week will launch on Monday 12 May, with an in-person and virtual event in Brussels.

One of the week's standout events will be the Hackathon on "Co-Designing a Public Health Innovation Lab in Brussels." This hands-on event will bring together participants from diverse sectors, including academia, healthcare, and technology, to envision a cutting-edge hub for fostering public health innovation. Expect creative brainstorming, dynamic collaboration, and the development of actionable concepts to shape the future of public health research and practice. Together, the events of EUPHW 2025 will examine how public health systems can adapt and thrive in an increasingly complex and rapidly changing world. By fostering dialogue, collaboration, and innovative thinking, the week aims to inspire tangible progress in creating resilient, sustainable, and equitable public health systems.

2. Types of events

Each year, the EUPHW focuses on a set of themes that reflect current public health priorities and challenges. These themes serve as a framework for a diverse range of events, including **webinars, workshops, local initiatives and policy discussions**, all aimed at advancing public health knowledge and practice, as well networking.

Each day of the 2025 EUPHW will start with a daily kick-off webinar, organized by our daily partner organizations.

The 2025 European Public Health Week daily themes are:

- **Mental Health:** Health Workforce at the Centre
- **Global Health:** Food Systems, Health Security, Climate, and Sustainability
- **Healthy Ageing vs. multimorbidities in a digital world**
- **Health Equity and Social Determinants of Health**
- **Next generation: Public health of today and tomorrow**, led by EUPHAnxt and partners.

To illustrate the variety of events that take place during European Public Health Week, in 2023, a total of 230 events were organized across 39 European countries, and in 2024 there were 154 events in 30 European countries. These activities included **congresses, webinars, lectures, first aid courses in city centers, outdoor physical activities, networking sessions, radio interviews, publications and digital displays**. These examples highlight the diverse ways in which public health knowledge can be shared and connections can be fostered among professionals, students, and the wider community. However, any type of activity can be included into the week's program, as long as it contributes to raising awareness and engaging people in public health topics.

Here are a few examples of possible event types (not an exhaustive list, only intended for inspiration):

1. Expert-Led Webinars & Panel Discussions

- The Future of Public Health: Innovations shaping resilience and sustainability.
- Mental Health in the Health Workforce: Strategies to prevent burnout and support well-being.
- Food Systems & Global Health: Tackling nutrition, climate change, and food security.
- AI & Digital Health: Revolutionizing healthcare access and personalized medicine.
- Tackling Health Inequalities: From policy to practice—ensuring no one is left behind.

2. Interactive Workshops & Skill-Building Sessions

- Crisis Response Simulation: Training for rapid action in pandemics and disasters.
- Data Science for Public Health: Hands-on analytics with real-world health data.
- Health Communication Masterclass: Combatting misinformation and vaccine hesitancy.
- Personalized Nutrition & Chronic Disease Prevention: Translating research into daily life.
- Behavioral Science in Public Health: Designing interventions for real change.

3. Innovation Labs & Hackathons

- Co-Designing a Public Health Innovation Hub.
- Tech for Health: Developing digital solutions for disease prevention and monitoring.
- Sustainable Cities & Healthy Communities: Rethinking urban spaces for well-being.

- Mental Health App Challenge: Designing digital tools for psychological resilience.
- Tackling Antimicrobial Resistance: Strategies for a future without superbugs.

4. Community Engagement & Awareness Campaigns

- The Big Health Check-Up: Free screenings (blood pressure, glucose, BMI) in local communities.
- Public Health Myth-Busting Challenge: Fact vs. fiction in healthcare.
- Sustainable Living for Better Health: Reducing environmental impact, one habit at a time.
- Youth-Led Advocacy for Public Health: Mobilizing the next generation of leaders.
- Intergenerational Health Talks: Bridging the gap between young and old on healthy living.

5. Scientific Challenges & Competitions

- Public Health Debate Tournament: Experts and students tackle real-world dilemmas.
- Case Study Challenge: Solving pressing public health crises in real-time.
- Student Research Spotlight: Presentations of cutting-edge public health projects.
- Data-Driven Public Health Solutions: Using open-source data for impactful discoveries.
- Health Policy Hackathon: Designing policies for a healthier Europe.

6. Wellbeing & Active Living Sessions

- Mindfulness & Mental Health Breaks: Guided meditation and stress relief techniques.
- Public Health Walks & Runs: Raising awareness while promoting movement.
- Healthy Cooking Across Cultures: A live demonstration of diverse, nutritious meals.
- Cycling for Health & Sustainability: Encouraging active commuting in cities.
- Ergonomics & Workplace Wellness: Optimizing workspaces for health and productivity.

7. Policy Roundtables & Advocacy Dialogues

- The Future of European Health Systems: Strategies for long-term resilience.
- Overcoming Vaccine Hesitancy: Strengthening public trust through evidence and engagement.
- Workplace Health & Productivity: Redefining employee well-being in the modern era.
- Cross-Sector Collaborations in Public Health: Strengthening partnerships for greater impact.
- Health Equity & Social Determinants: Policies for fairer access to care.

8. Creative & Out-of-the-Box Ideas

- Public Health Storytelling Night: Personal narratives from frontline workers, patients, and experts.

- Art & Health Exhibition: Visualizing public health challenges through photography and design.
- AI vs. Human Diagnosis Challenge: Who does it better—doctors or algorithms?
- The Public Health Escape Room: Solving an outbreak scenario under pressure.
- “What If?” Alternate History Debate: Imagining public health without key historical interventions.

For a more detailed overview of past events, please check [European Public Health Week 2024](#).

3. Who can submit events

European Public Health Week aims to give everyone the opportunity to organize events and encourages diverse perspectives to strengthen public health awareness and impact.

Anyone can submit an event, starting from public health professionals, healthcare workers, policymakers and researchers to students, organizations and citizens, as long as the event aligns with the EUPHW daily theme.

4. Language options for events

Events organized during European Public Health Week can be conducted in any language, depending on the target audience, format and scope of participation. For example:

- If you are hosting an online event with participants from different European countries, it is recommended to use English to ensure accessibility and inclusivity.
- If your event is local, such as a workshop or discussion within your country or city, you are encouraged to use your national language to better engage with your audience.

The flexibility in language choice allows organizers to create an event that is both impactful and accessible to their intended participants.

5. Levels of event organization

One of the key objectives of European Public Health Week is to create trust and innovative ways of collaboration among all professionals contributing to public health at local, national, regional and European level. In this context, events can be organized at various levels, from high-level policy discussions to community-based workshops and local initiatives. We encourage initiatives that directly involve the community the event is targeting.

6. Support provided by EUPHA

As the main organizer of European Public Health Week, EUPHA is committed to supporting its members in strengthening public health across Europe at national, regional and local levels. To ensure the success of European Public Health Week events, EUPHA provides support to all event organizers. This includes technical advice for hosting online events, guidance on engaging relevant speakers and sharing best practices to enhance event impact. Additionally, we recognize outstanding contributions by highlighting exceptional events through our social media channels.

In order to receive the newest updates about European Public Health Week, you can subscribe to the newsletter by sending an e-mail to: EUPHAcommunications@eupha.org.

7. Objectives of these events

EUPHW goals have been refined over the years based on feedback from participants, partners, and the broader public health community. They are designed to create a lasting impact beyond the Week itself, influencing policy, practice, and public awareness throughout the year.

- ***Objective 1: To make the case for public health and more equitable and inclusive societies across Europe***

This goal recognises that public health is not just about disease prevention and health promotion, but also about creating fairer, more just societies. It involves highlighting the social determinants of health and their impact on health outcomes, advocating for policies that address health inequalities at local, national, and European levels, promoting inclusive approaches to health that consider the needs of all population groups, including marginalised and vulnerable communities and demonstrating the economic and social benefits of investing in public health.

- ***Objective 2: To raise awareness and highlight key messages regarding specific public health themes***

This goal focuses on education and information dissemination, recognising that informed citizens and professionals are better equipped to make decisions that positively impact public health. It involves selecting themes that are timely, relevant, and aligned with European public health priorities, developing clear, evidence-based messages for each theme, utilising a variety of communication channels to reach diverse audiences and encouraging critical thinking and debate around complex public health issues

- ***Objective 3: To create trust and facilitate innovative ways of collaboration among all professionals contributing to public health at local, national, regional, European and global levels***

This goal recognises that effective public health action requires cooperation across disciplines, sectors, and borders. It involves providing networking opportunities for public health professionals, showcasing successful collaborative projects and partnerships, encouraging interdisciplinary approaches to public health challenges and nurturing connections between academia, policy, practice, and civil society.

8. Target Audience for These Events

The EUPHW serves as a European platform for public health professionals, policymakers, researchers, and the general public to engage in meaningful discussions, share knowledge, and promote actions that can improve public health outcomes across Europe. It provides a unique opportunity to highlight the interconnectedness of public health issues and the importance of collaborative, cross-border approaches to addressing them.

This year's EUPHW will provide a platform to explore innovative approaches to bolster resilience in public health systems and promote sustainability in the face of evolving global challenges. Experts, policymakers, students and public health professionals from across Europe and beyond are invited to converge in engaging discussions, share insights and collaborate on actionable solutions.