

## Helping people to help themselves to better health - From theory to practice

Preconference WCPH2020 - Monday 12 October 2020 from 14:00 – 16:00 CET

### Chair

- Pr. Didier Jourdan, chair holder of the UNESCO Chair Global Health & Education
- Pr. Eric Breton, EHESP School of Public Health, France

### Presentations of case studies of participatory community based interventions

- Dr. Nina Bartelink, Faculty of Health, Medicine and Life Sciences, Maastricht University, the Netherlands
- Case study from Africa, (TBC)
- Pr. Marco Akerman, School of Public Health, University of São Paulo, Brazil (TBC)

### Panel

- Dr. Luis A. Saboga-Nunes, president of the EUPHA Health Promotion section
- Pr. Louise Potvin, School of Public Health, Université de Montréal, Canada (TBC)
- Dr. Faten Ben Abdelaziz, Coordinator of Health Promotion, WHO (Geneva) (TBC)
- Dr. Orkan Okan, Interdisciplinary Centre for Health Literacy Research, Bielefeld University, Germany (TBC)

### Introduction

The 2020 World Congress on Public Health offers an opportunity to reflect on the contribution of the public health community to advancing the UN Sustainable Development Goals (SDGs). Public health brings an original perspective based on almost two centuries of research, policies and practices on population health and living conditions far beyond health care.

Public health offers a strategic approach that aims to orient and support social change in order to improve living conditions for all and reduce health inequities. Strong knowledge of health determinants, social practices, cultures and the active involvement of the people themselves are key factors of effectiveness and sustainability.

Yet when looking at public health conferences, one still regularly comes across presentations that stop short from mentioning the role of the upstream determinants and the existence of a social gradient characterizing the distribution of behaviour-related risk factors. Not accounting for (or reporting on) the inequitable distribution of resources and opportunities supporting these behaviours amounts to blaming the victims.

How to ensure policies and programmes take into account what is known from environmental determinants and health inequities in a participative manner? How to translate into concrete actions what may remain nothing more than wishful thinking? Two of the most promising answers public health could offer are the enactment of the principles of health promotion and the recommendations of the WHO Commission on the social determinants of health (SDH).

Building on the fruitful discussions we had on intersectoral approaches during the 2019 European Public Health Conference in Marseille, we will continue our discussions by engaging and expanding our network of participants on the ethical and operational aspects of these answers.

## Objectives

The preconference will result in a statement with the main conditions for large-scale implementation of policies and practices that leave no one behind, by reviewing the evidence and learning from innovations in the field.

More specifically, our objectives are to describe and reflect on:

1. available evidence on the mechanisms underpinning participation, non-participation and victim-blaming;
2. factors explaining the over-investment in interventions targeting individual determinants of health at the expense of actions on the SDH;
3. innovations in participatory community-based interventions that improve daily living conditions and indicators of health and well-being;
4. enablers and barriers to scaling-up health promotion and community-based approaches.

Next to these objectives, we wish to create a space that supports international networking among professionals and researchers interested in advancing participatory community-based public health interventions. This is at the core of the activities of the UNESCO Chair Global Health & Education and of the EUPHA Health Promotion Section.

## Programme

Time	Programme
<b>14:00</b>	Opening
<b>14:10</b>	Introduction of the topic of the preconference
<b>14:15</b>	Presentations of three case studies of participatory community based interventions including feedback from the participants
<b>15:00</b>	Round table including feedback from the participants
<b>15:50</b>	Identify the building blocks for the preconference statement
<b>16:00</b>	Closure