



## 16th World Congress on Public Health 2020

**Public health for the future of humanity:  
analysis, advocacy and action**

**12 – 16 October 2020**

**Online event**



**SUMMARY REPORT**

Authors: Dineke Zeegers Paget, Floris Barnhoorn, Robert Klarecki, EUPHA

© EUPHA, January 2021

16th World Congress on Public Health 2020 is a collaboration of the European Association of Public Health (EUPHA), the World Federation of Public Health Associations (WFPHA) and the Italian Society of Hygiene, Preventive Medicine and Public Health (SIItI).

## TABLE OF CONTENTS

TABLE OF CONTENTS .....	3
INTRODUCTION .....	4
1. WCPH 2020: PROGRAMME .....	5
1.1. Plenary programme .....	5
1.2. Parallel programme .....	7
1.3. Abstract and presentation prizes .....	8
1.4. Pre-conference programme.....	8
1.5. Lunch symposiums.....	9
1.6. World Leadership Dialogue .....	10
1.7. Exhibition .....	12
1.8. Accreditation .....	12
2. WCPH 2020: DELEGATES .....	14
2.1. Number and origin of delegates .....	14
2.2. Participation from students .....	15
2.3. Participation from Eastern Europe .....	16
2.4. Participation from Europe .....	16
2.5. Attendees with low earnings .....	16
3. WCPH 2020: ORGANISATION .....	17
3.1. Organisation of the conference .....	17
3.2. Conference Office.....	17
4. WCPH 2020: VISIBILITY .....	18
4.1. Social Media Engagement.....	18

## INTRODUCTION

The 16th World Congress on Public Health 2020 (WCPH 2020) was organised as an online event from 12 – 16 October 2020. WCPH 2020 was co-organised by:

- World Federation of Public Health Associations (WFPHA)
- European Public Health Association (EUPHA)
- Italian Society of Hygiene, Preventive Medicine and Public Health (StItI)

A total of 3,759 delegates from 125 countries participated in the online Congress to discuss and debate the state of global and European health from the perspective of research, methods and practices.

WCPH 2020 offered a full and varied programme including 8 plenary sessions, 26 World Leadership Dialogues (WLDs), 149 workshops, 112 oral sessions (with 706 recorded oral presentations), 25 poster sessions (with 1,480 posters), 6 (sponsored) satellite sessions and 7 pre-conferences. The programme ran from early morning to late in the evening to accommodate attendees living in different time zones across the globe.

When WCPH 2020 actually took place in October it was more relevant than ever. As the world confronted the coronavirus, the sharing of knowledge became ever more important. WCPH 2020 featured a dedicated Covid-19 track with workshops and presentations from around the globe. WCPH 2020 covered the latest on corona control policies, the efficacy of control measures, the impact on health systems and community services and the lessons to be learned from it.

The theme of WCPH 2020 'Public Health for the Future of Humanity: Analysis, Advocacy, and Action' showed our commitment to respond to current global challenges relating to climate change, poverty alleviation and imminent health threats.

In a series of eight plenary sessions we explored these challenges in detail. In the first half we looked at what happened to our principles of the Enlightenment: evidence and reason. Fake news is widespread and travels much faster than the truth. We explored how we can work together with other sectors to tackle global threats. We looked at what public health leadership looks like. The abilities and qualities of our health systems and workforce was also discussed. In other plenary sessions we looked at interdisciplinary approaches and the way forward for global public health.

We know that we need truly interdisciplinary approaches to analyse the threats to health and to evaluate the effectiveness of responses. Yet we often find difficulty in putting them into practice. Who creates the silos? And for which purpose? What actions do we need to take in the global public health community to promote and sustain interdisciplinary working? And what changes in the wider society do we need to advocate for to make this happen?

We now know a great deal about the causes of disease and the distribution within populations. We also know a lot about what works on a small scale. Our problem is that we find it difficult to scale up interventions or to change policies in ways that make a real difference a population level. What analytic tools to be needed to understand the successes and failures of public health policies? What actions should we take to implement what works? And what messages are most successful in advocating for implementation?

WCPH 2020 was organised in collaboration with a vast number of national and international partners.

Researchers, educators, policy makers, community representatives and health managers shared new information and insights from their experiences with this issue.

## 1. WCPH 2020: PROGRAMME

The 16th World Congress on Public Health (WCPH 2020) was organized by the World Federation of Public Health Associations (WFPHA) together with the European Public Health Association (EUPHA) and the Italian Society of Hygiene, Preventive Medicine and Public Health (SIItI).

The Congress served as an international forum for the exchange of knowledge and experiences on key public health issues.

### 1.1. Plenary programme

The plenary programme of the 16th World Congress on Public Health consisted of ten plenary sessions including an opening and a closing session.

#### Opening Ceremony

*Tuesday 13 October 2020, 13:30 – 14:30*

Chair persons: Carlo Signorelli (Italy), Walter Ricciardi (Italy)

Speakers:

- Tedros Adhanom Ghebreyesus (WHO Director General)
- Roberto Speranza (Minister of Health, Italy)
- Italo Angelillo (President SIItI)
- Iveta Nagyova (President EUPHA)

#### Plenary 1 - What happened to the Enlightenment?

*Tuesday 13 October, 8:45-9:45*

Chair persons: Giuseppe Remuzzi (Italy) and Vina Hulamm (USA)

Speakers:

- Stefan Buttigieg (Malta)
- Carole Cadwalladr (United Kingdom)
- Summer May Finlay (Australia)
- Walter Ricciardi (Italy)
- Martin McKee (United Kingdom)

#### Plenary 2 – The Earth: A Strategy for Survival

*Tuesday 13 October, 18:15-19:15*

Chair persons: Caroline Costongs (EuroHealthNet) and Bettina Borisch (WFPHA)

Speakers:

- Sir Andy Haines (United Kingdom)
- Stella Kyriakides (European Commissioner for Health and Food Safety)
- Diogo Martins (Portugal)
- Desmond D'Sa (South Africa)
- Katherine Trebeck (Australia)
- Carolina Urrutia (Colombia)

#### Plenary 3 - Leading the way to a healthier world

*Wednesday 14 October, 8:45-9:45*

Chair persons: Natasha Azzopardi Muscat (WHO Europe) and Carlo Signorelli (Italy)

Speakers:

- Anna Odone (Italy)
- Sandro Galea (USA)
- Bronwyn King (Australia)
- Jan Beagle (International Development Law Organization)

#### **Plenary 4 – The Digital Information Revolution**

*Wednesday 14 October, 18:00-19:00*

Chair persons: Isabel De La Mata (European Commission) and James Chauvin (Canada)

Speakers:

- Maurício Lima Barreto (Brazil)
- Precious Matsoso (South Africa)
- Martin McKee (United Kingdom)
- Clayton Hamilton (WHO)

#### **Plenary 5 - Health systems fit for the future: promoting better health, economic growth, and social cohesion**

*Thursday 15 October, 8:45-9:45*

Chair persons: Walter Ricciardi (Italy) and Sheila Tlou (Botswana)

Speakers:

- Natasha Azzopardi Muscat (WHO Europe)
- Ruediger Krech (WHO)
- Gita Sen (India)
- Patricio V. Marquez (Ecuador)
- Sara Cerdas (MEP, Portugal)
- Katie Gallagher (European Patients' Forum)

#### **Plenary 6 - Revolutionizing the Public Health Workforce as Agents of Change**

*Thursday 15 October, 18:00-19:00*

Chair persons: Kasia Czabanowska (The Netherlands), Luís Eugénio de Souza (Brazil) and Barbara Buerkin (Switzerland)

Speakers:

- Laura Magaña (Mexico)
- Philip Baba Adongo (Ghana)
- John Middleton (ASPHER)
- Naomar de Almeida-Filho (Brazil)
- Pete Milos Venticich (Australia)

#### **Plenary 7 - Moving out of the silos**

*Friday 16 October, 8:45-9:45*

Chair persons: Michael Moore (Australia) and Roberta Siliquini (Italy)

Speakers:

- Stephen K. Klasko (USA)
- Walter Flores (Guatemala)
- Iveta Nagyova (EUPHA)
- Roopa Dhatt (Women in Global Health)

#### **Plenary 8 - Making the difference**

*Friday 16 October, 18:00-19:00*

Chair persons: Josep Figueras (European Observatory), Luis Eugenio de Souza (Brazil)

Speakers:

- Hans Kluge (WHO Regional Director for Europe)
- Richard Horton (The Lancet)
- Christopher Murray (IHME, USA)
- Naomi Nathan (WHO Europe)

Chat box moderator:

- Gemma Williams (European Observatory)

## **Closing Ceremony WCPH2020**

*Friday 16 October, 21:00-22:00*

Chair persons: Carlo Signorelli (Italy) and Walter Ricciardi (Italy)

Speaker:

- Sheila Tlou (Botswana)

Award presentations:

- WCPH2020 Photo Competition
- Best Abstracts WCPH2020
- Best Poster Prize
- Ferenc Bojan Award
- Hugh R. Leavell Award: Róza Ádány, Hungary
- WFPHA Lifetime Achievements Award 2020: Phyllis Freeman and Anthony Robbins, USA
- WFPHA Organizational Excellence Award 2020: IPK – Instituto de Medicina Tropical Pedro Kouri, Cuba

## **1.2. Parallel programme**

The parallel programme reflected on a wide array of public health issues and ways of solving these issues at global, European, national, regional and local level. The parallel programme offered sessions of 60 minutes.

The parallel programme of workshops and oral presentation sessions was structured in 12 thematic tracks, making it easier for delegates to follow a specific subject during the congress. The division in tracks was based on priorities in the field of public health and selected topics of the accepted abstracts (see table 1).

*Workshops, round tables, skills building seminars*

111 workshops were held, 25 round tables and 11 skills building seminars.

*Parallel sessions with oral presentations*

These 60-minute sessions were pre-recorded and consisted of 6-minute oral presentations with few minutes of discussion around a common theme. In total, 706 oral presentations were held in 112 sessions.

*E-poster displays*

In total, 1480 E-posters without presentation were displayed in 25 thematic tracks. All E-posters were available for delegates to view at all times during the conference.

Table 1: Overview of the 12 thematic tracks

Track	Theme
A	COVID-19 pandemic
B	All for health, health for all
C	Digital health, health information and communication
D	Environmental health, urban health, climate change, health determinants and Sustainable Development Goals
E	Health promotion
F	Health systems research, Universal Health Coverage
G	Health workforce training and capacity development
H	Infectious diseases, AMR, vaccination and emergency preparedness
I	Public health advocacy, policy and politics
K	Public health monitoring and reporting / Non-communicable diseases
L	Public mental health / Chronic diseases
M	Vulnerable groups, minorities and migrants' health

### 1.3. Abstract and presentation prizes

Each year, the conference organisers award abstract prizes in three different categories:

The prize for the highest scoring abstract was awarded to three authors:

**Siddharth Agarwal** - India

*Assessing and implementing practical ways to address slum health determinants*

**Maira Bes-Rastrollo** - Spain

*Lifestyle-related factors and total mortality in a Mediterranean prospective cohort*

**Hampus Holmer** - United States

*Policies to prevent non-communicable disease: implementation trends in 194 countries in the period 2015–2020*

The Ferenc Bojan Young Investigator Award, which is awarded to the best presentation by a young public health professional, was awarded to:

**Sara Abdullah** - Pakistan

*Evaluating small conditional cash transfers to improve vaccine coverage and timeliness in Pakistan*

The prize for the best poster presentation was awarded to:

**Domenico Pascucci** - Italy

*Interprofessional collaboration and chronicity management: a systematic review of clinical trials*

### 1.4. Pre-conference programme

The preconference programme was held on Monday 12 October.



Monday 12 October, 09:00 - 12:00 CET

- **Privacy by default, security by design. Effects of GDPR on public health research**  
*Organised by EUPHA sections PHMR, DIG, ETH, HSR, EUPHA initiative on Public Health and Law, InfAct: Joint Action on Health Information, Sciensano, Belgium, Ministry of Health, Malta, Gesundheit Österreich, Austria, University Vita-Salute San Raffaele, Milan, Italy*
- **Working with Indigenous People in Public Health Settings**  
*Organised by WFPHA Indigenous Working Group*
- **Contagion 2.0! A tabletop outbreak management simulation**  
*Organised by EUPHA Infectious diseases control section*

Monday 12 October, 12:00 - 17:00 CET

- **It's about the future of decent work. A global perspective on social protections and refocusing on worker well-being**  
*Organised by EUPHA Social security, work and health section*
- **Migration, ethnicity, racism and the COVID-19 pandemic: key perspectives on a global crisis**  
*Organised by EUPHA Migrant and ethnic minority health section*
- **Helping people to help themselves to better health- From theory to practice**  
*Organised by EUPHA Health promotion section, UNESCO Chair Global Health & Education, Bielefeld University, Germany, Clermont-Auvergne University, EHESP School of Public Health, France*

## 1.5. Lunch symposiums

WCPH 2020 offered a satellite programme of sponsored sessions. Sessions were held from Wednesday until Friday from 13:15 – 14:15 CET. Satellite sessions were free to attend, separate registration was not necessary.

### **Protecting the most vulnerable against 2020-21 influenza: the opening move**

Wednesday 14 October, 13:15– 14:15 CET

Organizer: *Seqirus*

Speakers:

- Caterina Rizzo, Italy
- Paolo Bonanni, Italy
- Chiara de Waure, Italy

### **True burden of influenza and prospects for prevention in older adults**

Wednesday 14 October, 19:15–19:50 CET

Organizer: *Sanofi Pasteur*

Speakers:

- Gaëtan Gavazzi, France
- Sandrine Samson, France

### **Defeating meningococcal meningitis is in our hands! How policy makers are successfully implementing routine vaccination campaigns across all ages**

Thursday 15 October, 13:15-14:15 CET

Organizer: *Sanofi Pasteur*

Moderator:

- Gary Finnegan, Ireland

Panellists:

- Elena Moya, Spain
- Paolo Bonanni, Italy
- Pablo Bonvehí, Argentina

### **Operational service on climate change impacts to public health**

Thursday 15 October, 13:15-13:45 CET

Organizer: *ECMWF Copernicus Services*

Moderator:

- Julie Berkmans, Belgium

Speakers:

- Francesca de'Donato, Italy
- Anna Páldy National, Hungary

### **Eye Health: 2020 Year of Vision - Addressing eye health needs in a post-COVID-19 World**

Friday 16 October, 13:15-14:15 CET

Organizer: *European Coalition for Vision*

Speakers:

- Rupert Bourne, United Kingdom

### **Public health responses and government measures to combat the COVID-19 pandemic in China**

Friday 16 October, 13:15-14:15 CET

Organizer: *Chinese Preventive Medicine Association*

Chairperson:

- Liang Xiaofeng, China

Speakers:

- Ren Minghui, WHO
- Wang Chen, China
- Li Zhongjie, China
- Yang Xiaoming, China

## **1.6. World Leadership Dialogue**

World Leadership Dialogues (WLD) were high-level sessions on hot topics in public health intended to complement the plenary themes. The purpose was to provide in-depth perspectives on key issues integrated into public health strategic plans/policies/health budgets perspectives.

WCPH 2020 offered 26 World Leadership Dialogues:

- **Towards a new vision of outbreak management and response**  
*EUPHA Infectious disease control section, UK Public Health Rapid Support Team*
- **Tackling the global burden of cancer: the example of Europe's Beating Cancer Plan**  
*EUPHA, European Commission, CHAFEA*
- **How to tackle the worrying rise of diabetes and obesity in cities. The new battleground for public health.**  
*Novo Nordisk (Italy)*
- **Life-Course Immunisation: Western concept or global goal?**  
*The Coalition for Life-course Immunisation*
- **Averting antimicrobial resistance: why leadership matters**  
*ECDC, WFPHA*

- **Communicating public health: not a private business**  
*WHO RHN, WHO EURO, EUPHA, The Lancet Public Health*
- **Women Rising - Stories in Global Health**  
*Women in Global Health, APHA*
- **Using a systems lens to understand and operationalise the societal value of vaccination – Lessons from different health systems**  
*MSD*
- **Is sugar the new tobacco?**  
*EUPHA Oral health section, WFPHA*
- **Creating an ecosystem for public health: strengthening regional public health associations**  
*EUPHA*
- **Sustainable nutrition: a world top priority**  
*Sustainable Nutrition Scientific Board*
- **How do health and health systems benefit the economy? Country evidence from around the world**  
*European Observatory, UCSC (Italy)*
- **Global fight against antimicrobial resistance and healthcare-associated infections: major challenges to develop a public health road map**  
*Study Group of Hospital Hygiene (GISIO), ItI*
- **Valuing Indigenous Knowledge: The importance of Indigenous Peoples to global sustainability practices.**  
*Indigenous Working Group WFPHA*
- **Public health, law and the 2030 Agenda / The vital role of law in advancing public health**  
*International Development Law Organization (IDLO); WHO; O'Neill Institute for National and Global Health Law*
- **Public health challenges. How to deal with vaccine hesitancy: from the web to everyday reality**  
*ItI*
- **Commercial determinants of health: new strategies for the promotion of population health**  
*Network on Governance, Ethics and Conflicts of Interest in Public Health; International Development Research Centre (IDRC, Canada)*
- **Leadership in Public Health: From Knowledge to Practice to Policy**  
*CUNY Graduate School of Public Health & Health Policy; ASPPH; APHA*
- **What kinds of research and policies to reduce health inequalities?**  
*Associação Brasileira de Saúde Coletiva (ABRASCO)*
- **Forging a healthier world: the “ideal city” model. A Renaissance utopia or a reality of the 21st century?**  
*WHO RHN, WHO ECEH, WHO Asia-Pacific Centre for Environment and Health, WHO European Healthy Cities Network; Urban Public Health Network (Canada)*
- **Diving into the world of data: Developments in global health inequalities research**  
*Centre for Global Health Inequalities Research (CHAIN); EuroHealthNet; IHME/University of Washington; WHO Department of Social Determinants of Health, UNICEF*
- **Health systems and climate change - is health professions education preparing the health sector for the challenge?**  
*The University of Notre Dame Australia, The Lancet Countdown, Asia Pacific Academic Consortium of Public Health*
- **Combating the dual challenges of COVID19 and health inequalities**  
*ISS (Italy), Joint Action on Health Equity Europe JAHEE; EuroHealthNet*
- **Towards a public health agenda on traditional, complementary and integrative health care**

*Public Health Association of Australia (PHAA), American Public Health Association (APHA), Associação Brasileira de Saúde Coletiva (ABRASCO), Working Group on Traditional and Integrative Health Practic*

- **Moral Mandate of public health, organised efforts of society and implications for practice**  
*Faculty of Public Health (United Kingdom), UCL Institute of Health Equity, International Environmental Forum, University of Ibadan Centre for Bioethics, UN European Centre for Peace and Development*
- **Transforming public health education: collaborating globally to act for the future of humanity**  
*Global Network for Academic Public Health*

### 1.7. Exhibition

The following exhibitors were present at WCPH2020 conference:

Organizers:

- WFPHA
- EUPHA

Foundation Partner and Exhibitor:

- Sanofi Pasteur

Silver Partner and Exhibitor

- GSK
- Pfizer

Sponsor and Exhibitor

- Copernicus
- Copma
- European Observatory on Health Systems and Policies

Exhibitors:

- Chafea, European Commission
- EPH Conference Foundation
- Oxford University Press
- Regione Sicilia
- Royal Society for Public Health
- Taiwan Health Promotion Administration

The Participants' Evaluation showed that 71% of respondents had visited the exhibition area at least once. Around 55% of the respondents sought the exhibition stands as very relevant and relevant to their work.

### 1.8. Accreditation

The 16th World Congress on Public Health (WCPH2020), virtual congress, Italy, 12/10/2020-16/10/2020 has been accredited by the European Accreditation Council for Continuing Medical Education (EACCME®) with 32 European CME credits (ECMEC®s). Each medical specialist should claim only those hours of credit that he/she actually spent in the educational activity.



The CME Certificate is available in the User Area of the Registration System together with the Certificate of Attendance. Each participant can only receive the number of credits he/she is entitled to according to his/her actual participation at the event.

The EACCME® awards ECMEC®s on the basis of 1 ECMEC® for one hour of CME with a maximum of 8 ECMEC®s per day. Cf. Chapter X of UEMS 2016.20. Cf. criteria 9 and 23 of UEMS 2016.20.

## 2. WCPH 2020: DELEGATES

The congress was attended by public health professionals, researchers, education specialists, training professionals, students, policy makers and representatives from international and European organisations. Health networks and organisations actively participated in the conference programme.

### 2.1. Number and origin of delegates

WCPH 2020 registered 3,759 delegates from 125 countries

For WCPH 2020, we received a record number of 3,828 single abstracts and 260 workshop proposals. Abstracts and workshops were received from 107 countries.

*Table 3: The number of abstract submissions per country*

<b>Country</b>	<b>No.</b>
Brazil	700
Italy	569
United Kingdom	177
Germany	158
Portugal	158
Australia	105
United States	103
France	100
Netherlands	87
Tunisia	86
Sweden	79
India	74
Canada	72
Finland	72
Turkey	66
Spain	65
Bulgaria	56
Switzerland	55
Belgium	50
Denmark	47
Israel, Russia	39
Poland	38
Japan	35
Serbia	34
Nigeria, Pakistan	31
New Zealand, Norway	30
Colombia, Hungary, Lithuania	28
Austria, South Africa	27
Mexico	25
Korea, South	24
Bangladesh, PRC, Croatia	23
Cyprus, Taiwan	22
Ireland	21
Kazakhstan, Slovenia	19
Czechia, Thailand	17
Malta	14
Armenia, Chile, Indonesia, Philippines	13
Georgia, Greece	12
Ethiopia, Romania	10
Slovakia	9
Nepal	8
Republic of North Macedonia, Uganda	7
Algeria, Iran, Kuwait, Morocco, United Arab Emirates	5
Cameroon, Democratic Republic of the Congo, Latvia, Saudi Arabia, Zambia	4
Afghanistan, Argentina, Egypt, Estonia, Lebanon, Luxembourg, Malaysia	3
Albania, Congo (Brazzaville), Cote d'Ivoire, Ecuador, Grenada, Madagascar, Panama, Qatar, Senegal, Singapore, Uruguay	2
Bosnia and Herzegovina, Botswana, Burundi, Cuba, Ghana, Guatemala, Iceland, Kenya, Laos, Moldova, Mongolia, Montenegro, Myanmar, Palestine, Peru, Rwanda, Sierra Leone, Sri Lanka, Sudan, Ukraine	1

Table 4: Number of registrations per country

Country	No.
Italy	876
United Kingdom	286
Germany	212
Brazil	194
Portugal, USA	143
Netherlands	139
France	122
Belgium	114
Sweden	109
Switzerland	96
Spain	91
Canada	85
Australia	83
Denmark	74
Finland	63
Austria	55
India	38
Poland	33
Japan	32
Hungary	31
Norway	29
Russian Federation	29
Bulgaria	28
New Zealand	27
Ireland	25
Slovenia	24
Turkey	22
Lithuania, Nigeria, Tunisia	21
Colombia, Croatia, Cyprus, Serbia	20
Israel, Mexico	19
PRC, Taiwan	18
Malta, South Africa	16
Czechia, Georgia	13
Bangladesh, Pakistan, Korea South	12
Greece	11
Romania, Singapore	10
Armenia, Chile	9
Luxembourg, Philippines, Slovakia, United Arab Emirates	8
Latvia, Thailand	7
Indonesia, Lebanon, Ukraine	6
Argentina, Ecuador, Estonia, Ghana, Uganda	5
Albania, Congo, Kazakhstan	4
Cameroon, Guatemala, Kenya, Kyrgyzstan, Laos, Malaysia, Peru, Saudi Arabia, Senegal, Somalia, Uruguay	3
Afghanistan, Bosnia and Herzegovina, Botswana, Burkina Faso, Cuba, Egypt, Ethiopia, Iran, Ivory Coast, Madagascar, Moldavia, Myanmar, Paraguay, Sri Lanka, Tanzania, Zambia	2
Barbados, Benin, Bolivia, British Indian Ocean Territory, Burundi, Congo-Brazzaville, Costa Rica, Dominican Republic, Fiji, Haiti, Hong Kong, Iceland, Isle of Man, Jersey, Kuwait, Macedonia, Mongolia, Montenegro, Morocco, Nepal, Oman, Palestine, Puerto Rico, Réunion, Rwanda, Sierra Leone, Sudan, Nepal, Tajikistan, United States Minor Outlying Islands, Zimbabwe	1

Most registrations were received from Italy (876), followed by United Kingdom (286), Germany (212) and Brazil (194).

## 2.2. Participation from students

As for previous conferences, WCPH 2020 paid special attention to the participation of students. A special registration fee for this category was set up. In total, 812 students registered for the WCPH 2020.

As part of the main congress programme, the Ferenc Bojan Young Investigators Award session was organised by EUPHA and held for the five highest scoring abstracts submitted by young public health professionals. In the closing ceremony of the congress, the Ferenc Bojan memorial prize, which is awarded to the best presentation by a young public health professional, was presented to Sara Abdullah from Pakistan with a presentation *Evaluating small conditional cash transfers to improve vaccine coverage and timeliness in Pakistan*.

### **2.3. Participation from Eastern Europe (Belarus, Ukraine, Moldova, Russia), Turkey and Central Asia**

Special attention was paid also to public health experts from low-income countries, particularly from Eastern Europe (Belarus, Ukraine, Moldova, Russia), Turkey and Central Asia. Financial support to participants from these countries and presenting experts was granted by EPH Conference Foundation. Support consisted of granting the registration fee waiver.

### **2.4. Participation from Europe**

This year the World Congress on Public Health was organised and there was no European conference. That is why EUPHA has decided to support participants coming from a country in the European Region (as defined by the World Health Organization). Support consisted of granting the registration fee waiver.

In total, 60 public health professionals from Europe, Eastern Europe, Turkey and Central Asia countries could be supported by these grants.

### **2.5. Attendees with low earnings from low income and low-middle income countries or students**

The 16th World Congress of Public Health Grant was designed for attendees with low earnings from low income and low-middle income countries (as per World Bank country classifications) or students. Support consisted of granting the registration fee waiver. In total, 50 public health professionals could be supported by these grants.



### **3. WCPH 2020: ORGANISATION**

#### **3.1. Organisation of the conference**

The 16th World Congress on Public Health, originally planned as in-person event in Rome, Italy had to go virtual due to the COVID-19 pandemic. The Congress was an online event organised from 12 – 16 October 2020 in Central European Time. A special platform was introduced to have 12 parallel sessions: 6 live and 6 pre-recorded.

Co-organisers of WCPH 2020 were:

- World Federation of Public Health Associations (WFPHA)
- European Public Health Association (EUPHA)
- Italian Society of Hygiene, Preventive Medicine and Public Health (SIItI).

The Congress Management Committee (CMC), made up from the three organizing partners, had supervisory authority over the management and organisation of the congress. The CMC was advised by the International Congress Council (ICC), which has representation from collaborative partners in global and European public health (WHO, European Commission, ECDC, European Observatory ASPHER, EuroHealthNet, EHMA and others).

The parallel programme was set up with the help of the International Scientific Committee (ISC) consisting of public health experts from Europe and other continents. The ISC was responsible for the scoring of abstracts. Selection of abstracts and programme planning was done by the Congress Management Committee with the help of the ISC.

#### **3.2. Conference Office**

Triumph Italy was responsible for the registration of delegates, the logistics and technical aspects of WCPH 2020. Triumph was also responsible for the Satellite Symposiums. Key staff of Triumph included: Maria Criscuolo, President, and Senior Project Officers Magali Lanfrey, Mirta Varvesi, Chiara Modesti and Priscilla Paradell.

EUPHA Office was responsible for the organisation of the scientific part of WCPH 2020, from the abstract handling process to the preparing the congress programme. EUPHA Office was also responsible for the organisation of pre-conferences.

Key staff of EUPHA Office included: Dineke Zeegers Paget, Director; Floris Barnhoorn, Deputy Director; Robert Klarecki, Conference Officer; José Velthuis, Office Manager and Maaïke Droogers, Scientific Officer. EUPHA Office was supported by external staff: Jessica van Diemen, Exhibition Officer and Lydia Rink, Registration Officer.

## 4. WCPH 2020: VISIBILITY

The first Announcement of WCPH 2020 was first distributed in hard copy to all delegates of the 11th EPH Conference in Ljubljana, in 2018. The second Announcement was distributed to the delegates of the 12th EPH Conference in Marseille 2019. A presentation of the theme was given in the closing session of Marseille 2019.

WCPH 2020 was represented in person and promoted at the annual meeting of the Association of Schools and Programs of Public Health (ASPPH) in Arlington, USA, from 20 - 22 March 2019, at the Deans and Directors Meeting of the Association of Schools of Public Health in the European Region (ASPHER) in Erice, Italy, from 26 - 29 May 2019, and at the American Public Health Association (APHA) annual meeting in Philadelphia, USA, from 2 - 6 November 2019.

Promotional materials were distributed at (public) health conferences in Germany (2018), New Zealand (2019), Finland (2019), Taiwan (2019) and Brazil (2019).

EUPHA member organisations were informed through the EUPHA Newsletters of the upcoming conference and invited to put the Announcement on their websites and use their distribution systems to inform their members.

In addition to the Announcements, other communication channels that were used to promote the WCPH 2020 included:

- WCPH 2020 E-News: the monthly electronic newsletter with congress news was published from August 2019 until October 2020.
- European Journal of Public Health: updates on WCPH 2020 were published every two months in the European Public Health News pages of the EJPH.
- EUPHA Newsletter: concise articles on the congress were published in the monthly electronic EUPHA Newsletter, distributed to over 16,000 readers.
- Website and Twitter: the congress website was updated regularly, accompanied by Twitter feeds.
- Congress E-banners appeared on websites of partner organisations.

### 4.1. Social Media Engagement

- 484 total posts
- 1,35 million total reach
- 24,958 total engagements

<i>Twitter Insights</i>			
<b>Tweets</b>	Followers	Impressions	Engagements
<b>318</b>	1,963	998,800	9,028

  

<i>Facebook Insights</i>			
<b>Posts</b>	Page Likes	Reach	Engagements
<b>74</b>	1,193	302,484	14,326

  

<i>Instagram Insights</i>			
<b>Posts</b>	Followers	Reach	Engagements
<b>42</b>	327	4,648	498

  

<i>Linkedin Insights</i>			
<b>Posts</b>	Page Likes	Reach	Engagements
<b>50</b>	1,024	44,526	1,106

