

Preconference 14th European Public Health Conference 10 November 2021

Genuine Participation and the Transformational Potential of Health Promotion - Coronavirus Politics

Wednesday 10 November 2021 from 09:00 – 10:30 CET

Online event, as part of the 14th European Public Health Conference, organised by EUPHA Health Promotion Section and UNESCO Chair on Global Health & Education

Moderator

- Luis Saboga-Nunes, EUPHA Health Promotion section; Institute of Sociology University of Education, Freiburg, Germany

Presenters

- Goof Buijs, WHO Collaborating Center & UNESCO Chair Global Health & Education
- Bjarne Bruun Jensen, Professor in Health Promotion, Senior Adviser, Steno Diabetes Center Copenhagen, Denmark

Round table

- Goof Buijs, facilitator, UNESCO Chair Global Health & Education
- Mamdouh Wahba, Egypt
- MinChien Tsai, Taiwan
- Nicola Gray, UK
- Raúl Mercer, Argentina
- Vanessa Salgado (pre-recorded video), Brazil
- Marco Akerman, Brazil

Introduction

The COVID-19 pandemic led the world into an unprecedented crisis, affecting health, economy, social life and politics and impacting all sectors of society. In their attempts to contain the pandemic as good as possible, during the first year of COVID-19 governments across the world implemented public health emergency measures such as lockdowns and curfews leading to closing schools, universities, restaurants, theatres and almost all non-system relevant settings. However, these settings are critical places for people to meet, talk, play, learn and work, which is why these are so important for health promotion. Never before in modern history did a health problem have such an overwhelming impact on society. It is challenging our views on what a healthy and health promotive society means.

It is important to consider the role of health promotion in dealing with the COVID-19 pandemic. This pandemic may not appear to be a core concern for health promotion, but we would argue that health promotion is more important in this time of crisis than ever. This crisis underscores the need for strong public systems, as well as the critical role of health literacy in promoting population health. There is a need for effective communication and community mobilization efforts to enhance

protective and self-care behaviours and measures at a societal, community and individual level. At the heart of the health promotion response to the COVID-19 crisis is the need to increase people's control over their own health, to enhance social cohesion and solidarity, and to (re)build public trust and collective responsibility for population health and wellbeing. Successful community engagement supported by new digital opportunities for safe communication, is key to coping successfully with this crisis and its many disruptive consequences at a societal level. Health promotion has a central role to play in empowering communities and individuals in adopting effective responses and managing the psychosocial impacts of the multi-layered consequences of this pandemic. The health promotion community has an advocacy role to play in arguing for sustained investment in public health systems, so that countries are better prepared for future crises and recognize the value of supporting health and well-being. This is where the transformative potential of health promotion comes in and can ensure the best health for every human being.

Objectives

The main goal of this EPHC pre-conference is to open new perspectives on genuine participation as a means to highlight the transformational potential of Health Promotion. By shifting participation as a mantra to participation as a practice this pre-conference aims at establishing a stronger focus to inclusion as part of health-for-all-policies.

The goals of the preconference are:

1. identify gaps between theory and practice in genuine participation
2. discuss a range of practices and tools to guide the transformational potential of health promotion
3. share priority areas for moving ahead with genuine participation

In this session we will explore different perspectives to the future of the transformational potential of health promotion focusing on the global and the national level.

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	who
09:05	Opening	Goof Buijs
09:10	Introduction of the topic of the preconference	Luis Saboga-Nunes
09:15	Introduction aims and goals UNESCO Chair Global Health & Education	Goof Buijs
09:25	Theoretical background Genuine Participation and roadmap	Bjarne Bruun Jensen
09:35	Round table + involvement by the audience via Q&A	Goof Buijs, facilitator (the Netherlands) - Mamdouh Wahba (Egypt) - MinChien Tsai (Taiwan)

	<p>Questions for panellists:</p> <ul style="list-style-type: none"> • <i>From your experience what are the main gaps between theory and practice on genuine participation?</i> • <i>From your experience how can your practices on genuine participation contribute to the transformational potential of health promotion?</i> • <i>What are your priorities for moving ahead with genuine participation?</i> 	<ul style="list-style-type: none"> - Nicola Gray (UK) - Raúl Mercer (Argentina) - Marco Akerman (Brazil) - Vanessa Salgado (Brazil)
10:20	<p>Conclusion and recommendations</p> <p>Input for preconference statement</p>	<p>Goof</p> <p>Luis</p>
10:30	Closure	Goof