

EUPHA Strategy 2025-2030 Summary

The European Public Health Association (EUPHA) is pleased to announce its 2025-2030 strategy, reaffirming its commitment to a vibrant, science-driven public health community across Europe. The new strategy will guide EUPHA's mission to address complex public health challenges, including climate change, ageing populations, disinformation, and health inequalities.

Vision

EUPHA envisions a healthier Europe, where every population benefits from equitable, sustainable, and science-informed health systems. Aligned with international commitments, EUPHA emphasizes the principles of One Health and Planetary Health to promote resilient, environmentally responsible public health strategies.

Mission

To bridge science and policy, empowering public health actors to advance evidence-based solutions that improve health for all. The strategy is built on four pillars:

1. **Evidence:** Support and disseminate high-quality research to inform public health policies.
2. **Empowerment:** Build capacity among public health professionals and communities.
3. **Equity:** Champion inclusiveness and reduce health inequalities, especially among underserved populations.
4. **Engagement:** Foster cross-sector collaboration for community-driven health initiatives.





Objectives

EUPHA's will focus on:

- Bridging science and policy, translating research into actionable policies.
- Strengthening National Public Health Associations (NPHAs) as advocates.
- Promoting "Health for All" through cross-sector partnerships and innovation.
- Building public health capacities, focusing on resilience, equity, and inclusion.

Priorities

EUPHA's work is guided by seven strategic themes:

- **Health Equity:** Address social determinants of health.
- **Sustainability:** Integrate sustainable practices.
- **Innovation:** Leverage technology to improve health outcomes.
- **Mental Health:** Ensure parity with physical health.
- **Resilience:** Prepare for future public health emergencies.
- **Commercial Health Determinants:** Challenge harmful product industries.
- **Aging Populations:** Address needs of multimorbidity in older adults.

About EUPHA

The European Public Health Association (EUPHA) is a science-based, member-driven organization that unites researchers, policymakers, and public health professionals across the WHO European Region. EUPHA has 83 members from 47 countries of the WHO European Region and gathers 40 000 Public Health professionals. EUPHA advocates for inclusive, evidence-based health policies that meet the needs of Europe's diverse communities.

For further details, please contact:

Charlotte Marchandise, Executive Director, c.marchandise@euphaoffice.org

As we continue to build bridges across science, policy, practice and communities, EUPHA is here for you, supporting public health professionals, empowering communities, and ensuring that science leads the way toward a healthier, more equitable Europe.