



# 2025-2030 Strategy

EUPHA is committed to fostering an evidence-based vibrant public health community that champions equity and inclusion in Europe and globally, creating a healthier future for all. As a **trusted scientific hub**, EUPHA empowers researchers, policymakers, public health professionals, and, through its members and partners, reaches out to communities.

EUPHA, a member-driven association, operates across the 53 countries of the WHO European Region, including the 27 EU Member States. Our platforms unite scientists, public health practitioners, policymakers, and communities. We connect public health professionals with cutting-edge science, peer networks, and policymakers, amplifying their voices to ensure inclusive public health strategies that tackle complex and existential challenges like climate change, ageing populations, technological advancements, disinformation, populism, and conflicts, leaving no one behind.

This strategy reaffirms EUPHA's pivotal role in bridging scientific research, policy development, and societal needs. Together, we will ensure that public health initiatives are **informed, inclusive, impactful**, and supported by continuous **capacity-building** efforts.



## Our mission

EUPHA's mission is to serve as a **science-driven hub** that connects **researchers, public health professionals, policymakers**, and **communities** across Europe to promote evidence-based sustainable public health solutions that improve health and well-being for all.

## A Four-Pillar Approach for Lasting Public Health Impact:

- **Evidence**

*Advance science-based policy and practice:* Advance high-quality, actionable research to guide rigorous, impactful, and evidence-based public health strategies, and empower researchers and public health professionals by supporting them in translating, and applying evidence to shape policies, strategies, and communications effectively.

- **Empowerment**

*Build capacity and continuous education:* Equip public health professionals, National Public Health Associations (NPHAs), and communities with the knowledge, tools, education, and autonomy to drive meaningful change. Facilitate partnerships that amplify NPHAs' voices to influence European and global public health strategies.

- **Equity**

*Champion inclusiveness and reduce inequalities:* Address the specific health needs of Europe's diverse communities, including marginalised and underserved populations, promoting culturally sensitive care that leaves no one behind, and promoting active participation of people.

- **Engagement**

*Foster co-creation and cross-sectoral partnerships:* Ensuring inclusion, co-creation, and community voices at every step of public health progress. Strengthen multi-sectoral partnerships and build bridges across countries to tackle complex health challenges, including pandemics, chronic diseases, climate change, and digital health, with a focus on shared decision-making and resilience.

Our vision is to:

- Promote a sustainable future for public health, guided by international commitments, particularly the **Sustainable Development Goals (SDGs)**, and embracing the principles of **One Health and Planetary Health** as essential in Public Health, promoting resilient public health strategies that respect and protect the environment.
- Facilitate **collaboration** across sectors and regions to address social, environmental, political, and commercial determinants of health, ensuring that contextually appropriate solutions are developed and applied to tackle the most urgent public health challenges.

- **Narrow health inequalities** based on the principle of proportionate universalism, with a focus on supporting marginalised and vulnerable populations.

## Our values

- **Evidence-Based:** Uphold the highest standards of rigour in research, policy, practice and training.
- **Equity and Inclusiveness:** Commit to health equity, prioritising inclusive solutions that leave no one behind. Ensure public health strategies are culturally sensitive, addressing the specific health needs of Europe's diverse populations.
- **Collaboration, Transparency and Co-Creation:** Foster multi-sectoral collaboration, collective problem-solving, and transparent governance that ensures accountability and equity for all.
- **Sustainability and One Health:** Integrate sustainable practices that respect planetary boundaries, recognizing the interdependence of human, animal and environmental health to promote long-term resilience and well-being for all.

## Strategic objectives

To achieve our mission, we have 4 strategic objectives:

1. **Building Bridges between Science and Policy:** Ensuring cutting-edge research translates into policies that are evidence-informed and values-driven.
2. **Empowering National Public Health Associations:** Supporting them to implement evidence-based strategies, reach out to populations, and amplify their voices in national and European policymaking through a peer-to-peer network.
3. **Fostering Health in All Policies and Innovation:** Promoting partnerships beyond the health sector and across government levels and leveraging technical, organisational, and social innovations.
4. **Building Capacities for Public Health:** Providing continuous education, training, and leadership development to equip the actual and the next generation of public health professionals.

### Strategic Objective 1: Building Bridges between Science and Policy

We empower researchers through EUPHA's thematic Sections, ensuring their work informs public health discussions and policy decisions at all levels.

## Objectives:

**1.1 Support Science:** Strengthen the capacity of EUPHA's Sections to produce, share, and disseminate research that shapes public health policies and interventions.

This includes fostering collaboration across international communities of researchers, supporting interdisciplinary work and research dissemination through platforms like the European Public Health Conference, European Journal of Public Health, European Public Health Week, and section-led initiatives.

**1.2 Promote Science-Driven Policy:** Facilitate evidence-based policymaking by connecting EUPHA Sections with policymakers and stakeholders, through partnerships with EU institutions, WHO Europe, and civil society organisations. This includes creating mechanisms to inform policymakers about public health trends and equipping them with actionable, evidence-based insights through platforms like the Rapid Response Team, e-collections, policy briefs and memorandum of understanding with our partners.

**1.3 Create Evidence-Based Tools for Advocacy:** Develop and disseminate evidence-based advocacy tools and surveillance frameworks to support stakeholders—including local and regional actors—in monitoring, mitigating, and advocating for effective public health policies. This includes creating accessible data and health threat monitoring frameworks to proactively inform public health actions, and supporting them by translating research into practical, user-friendly tools like advocacy guides, policy frameworks, and evidence summaries, and strengthening their capacity to implement evidence-based strategies across different governance levels.

## Strategic Objective 2: Empowering National Public Health Associations

We empower our members, supporting NPHAs to translate research into impactful interventions and amplify their voices at the EU level.

## Objectives:

**2.1 Support Members in Science Dissemination and Contribution:** Equip NPHAs with the tools and skills to translate scientific research into practical interventions and advocacy tools, while also connecting them with EUPHA thematic sections to contribute to ongoing research and facilitating their involvement in case

studies, basic, applied, and implementation research, and sharing outcomes through our platforms.

**2.2 Support Best Practices and Cross-Country Collaboration:** Build bridges between NPHAs across Europe, fostering knowledge exchange with working groups to reflect on experiences and examples of good practice. Creating an active network with members, nurturing a sense of belonging, where members know they can easily reach out, share experiences, seek advice, and support one another in tackling public health challenges.

### Strategic Objective 3: Fostering Health in All Policies and Leverage Innovation

We promote cross-sector collaboration to address complex public health challenges, bridging disciplines, and driving innovation with an emphasis on equity, inclusivity, and shared decision-making.

#### Objectives:

**3.1 Encourage Collaboration beyond the Health Sector:** Foster systems approach, and partnerships and work with sectors like environment, education, urban planning, agriculture, and transport.

**3.2 Encourage Collaboration with Regional and Local levels:** Strengthen connections with local stakeholders through members and networks, recognising the vital role local actors play in promoting public health, to enable them with evidence-based advocacy and to advocate for the inclusion of Health in the EU Urban Agenda.

**3.3 Create a Public Health Innovation Lab:** Establish a hub in Brussels to showcase and accelerate social, technical, and organisational innovations, high and low tech, promoting their implementation and widespread adoption across Europe. This lab will emphasise equity by promoting the adoption of accessible, evidence-based solutions tailored to diverse populations across Europe, with a focus on co-created and community-centred innovations.

### Strategic Objective 4: Building Capacities for Public Health

We ensure that public health professionals and communities across Europe are equipped with the knowledge, skills, and resources needed to lead and participate in

public health responses effectively and proactively, prioritising equity, inclusion, and co-creation at all levels.

**4.1 Engage Young and Early-Career Professionals:** Offer mentoring programme, fellowships, and training to empower young professionals to shape the future of public health and engage in Global Health Diplomacy with EUPHANxt.

**4.2 Provide Accreditation and Continuous Learning:** Offer accessible, accredited educational pathways through initiatives like EPH Conference sessions, EUPHA webinars, and summer schools to promote continuous professional development. Ensure that resources are inclusive and accessible to public health professionals from all backgrounds and regions, enabling equitable skill-building and career progression.

**4.3 Enable Public Access to Evidence-Based Information:** Strengthen the capacity of NPHAs and partner organisations who directly serve the population by equipping them with accessible, reliable, and culturally relevant health information. Uphold the principle of "Nothing for us, without us" by supporting communities, particularly those most affected by health inequities, to participate actively in public health decision-making. This includes training community health workers to deliver evidence-based interventions in collaboration with local stakeholders, ensuring that all voices are included in shaping public health initiatives.

## Strategic thematic priorities (2025-2030)

EUPHA's strategic priorities, grounded in evidence-based public health approaches and aligned with EU4Health and WHO Euro Program of work objectives, encompass the following themes:

- **Health Equity and Social Determinants:** Address social determinants of health and reduce disparities across populations.
- **One Health, Planetary Health, Climate and Environmental Health:** Integrate sustainable practices into public health strategies.
- **Health and Innovation:** Leverage technical, organisational, and social innovations, digital and low-tech, to exploit the opportunities they offer to improve people's health while minimising any risks.
- **Mental Health and Wellbeing:** Give mental health parity with physical health in all policies.

- **Resilience and Preparedness:** Strengthen the resilience of communities and health systems in the face of future public health emergencies, e.g. with robust surveillance frameworks that monitor and respond to emerging health and safety threats effectively.
- **Commercial Determinants of Health:** Confront those commercial producers of harmful products, such as tobacco, alcohol, gambling, and ultra-processed foods, challenging the narratives they create and working with others to reveal their tactics and challenge their power.
- **Public Health Workforce:** Strengthen the public health workforce through continuous education, skill-building, and leadership training, ensuring professionals are well-equipped to tackle present and future public health challenges.
- **Child and adolescent public health** from the first 1000 days, Health in School and Adolescent and young people's health especially mental health.
- **Ageing Populations:** Healthy ageing and challenges of loneliness and agism.  
Address the overwhelming burden imposed by multimorbidity, particularly in the context of ageing populations living with multiple chronic conditions.  
Develop strategies to manage these complex health needs in public health systems.

## Core functions

These core functions support EUPHA's role as a **science hub**, ensuring that all public health activities are grounded in the best available evidence.

- **Research and Evidence Translation:** Ensure public health decisions are informed by actionable research.
- **Policy Advocacy and Influence:** Promote evidence-based policies and support members in advocating for science-driven policy changes.
- **Member Empowerment and Collaboration:** Strengthen NPHAs by providing platforms for engagement and advocacy.
- **Capacity Building and Professional Development:** Equip public health professionals with the skills needed for evidence-based action.
- **Cross-Sector Collaboration and Innovation:** Foster partnerships to address complex public health challenges.
- **Community Engagement and Health Equity:** Advocate for the inclusion of marginalised and vulnerable communities in decision-making processes.

- **Resilience Building:** Build resilient health systems and drive innovation to address future challenges.

**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.**