



World Health
Organization



9th Global Conference
on Health Promotion
SHANGHAI 2016

Promoting Health



Guide to national implementation
of the Shanghai Declaration



WHO/NMH/PND/18.2

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Suggested citation: Promoting health: Guide to national implementation of the Shanghai Declaration. Geneva: World Health Organization; 2017 (WHO/NMH/PND/18.2). Licence: CC BY-NC-SA 3.0 IGO.

Cataloguing-in-Publication (CIP) data. CIP data are available at <http://apps.who.int/iris>.

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Printed in Switzerland.

Design by Inis Communication – www.iniscommunication.com

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Acknowledgements

This document was developed by Professor Ilona Kickbusch, Director of the Global Health Centre at the Graduate Institute of Geneva, with technical contributions from Dr Douglas Bettcher, Dr Faten Ben Abdelaziz, and Dr Jason Ligot from WHO Headquarters in Geneva.

Technical writing and editorial support was provided by Dr Tim France (Inis Communication) and Dr Wayne Mitic (University of Victoria).

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Foreword

Good health is the foundation of many of the dreams and motivations individuals hold dear – to live a full life, free from illness or disease; to prosper without fear of poverty or hunger; to engage in productive and meaningful work; to gain fulfilment through education and learning; to be treated fairly without discrimination; and to dwell in a safe environment.¹

In 2015, all 193 Member States of the United Nations (UN) committed to an ambitious agenda for a safer, fairer and healthier world by 2030 through the Sustainable Development Goals (SDGs). Agenda 2030 proposes a transformative vision by bringing together two established threads of development thinking: one addressing major challenges in social development and promoting equity, including health; the other focused on the development and protection of the human environment and natural resources.

Health in today's interconnected world

Today, many of the factors that threaten health and well-being, and cause people to fall sick and die, lie beyond individual control. They include alarming inequities in access to health care and preventive services; the impact of natural disasters and extreme climate events; the proliferation of ultra-processed foods that are calorie rich but nutrient poor on the one hand, and famine arising from food shortages on the other; unprecedented mass migration due to conflict and unrest; as well as the many social, economic and commercial determinants of health to which people and communities are routinely exposed.

Sustainable development and global health are interconnected and mutually reinforcing. The inclusion of achieving universal health coverage (UHC) as a specific target in the SDGs underscores the contribution of health and well-being to the overarching goal of achieving equity and ensuring that no one is left behind.²

The common philosophy shared by the SDGs and the global health movement is grounded on the principles of inclusiveness and universality, which transcend economic status, national borders, cultural differences, gender, citizenship and other traditional notions that are used to divide and categorize groups of people. Agenda 2030 brings into focus the need for multisectoral action to bridge these divides and highlights the reality that significant gains in public health will depend on progress from sectors outside the traditional realms of public health. At the same time, it also highlights the impact of health promotion beyond disease-related outcomes. Investments in health promotion also impact positively on poverty reduction, gender equality, economic growth and resilience, and fosters more empowered, inclusive and peaceful communities.

¹ Dye C and Acharya S. How can the sustainable development goals improve global health? WHO Bulletin 2017; 9:666.

² Healthy systems for universal health coverage – a joint vision for healthy lives. Geneva: World Health Organization and the International Bank for Reconstruction and Development/The World Bank; 2017.

Strong, sustainable and resilient health systems are critical for responding to global health challenges, for protecting populations' health, well-being and economic productivity, and for developing a qualified workforce in adequate numbers. Ultimately, health is a pre-condition for a prosperous and stable society, where well-being is one of the most valuable resources for building a sustainable future.³

Promoting health for sustainable development

Promoting health: Guide to national implementation of the Shanghai Declaration describes policy orientations and approaches that can unlock the transformative potential of health promotion for sustainable development. It proposes a series of steps that governments must undertake in order to create the political conditions that enable the right decisions for the benefit of humanity and the planet. These decisions will benefit the poorest and the most vulnerable, improve the quality of life of each and every member of society, thereby advancing the well-being of society as a whole.

Health promotion offers pathways that connect local implementation to national policies, and links global finance, trade and investment policy with the need for sustainable production and consumption, as well as fairer economic models to protect against irresponsible business practices and corruption. It is therefore critical to integrate health promotion into the foundations of all national and local SDG strategies and implementation plans currently under development. This is a major priority for health promotion professionals, advocates and organizations moving forward, as captured in the *Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development*.

The *Shanghai Declaration* reflects the renewed determination and urgency to work collaboratively across sectors – with colleagues in education, social welfare, energy, trade, transport, humanitarian relief, urban planning and others – to ensure a healthy and sustainable future for all. Implementing the recommendations and commitments in the Shanghai Declaration is one of the most vital steps on the road to 2030.

The same perspective guided the development of the WHO *13th General Programme of Work (2019–2023)*, which places the SDGs and impact at country level among its key priorities. Promoting health for sustainable development, through action and collaboration across sectors, is essential if we are to deliver on our mission to promote health, keep the world safe and serve the vulnerable.

A call for bold political leadership

The Shanghai Conference has been described as nothing short of a political watershed for health promotion. High-level statements and commitments from a wide range of political actors, including national leaders, mayors, global goodwill ambassadors and thought leaders, echo the same message: good health is good politics.

While recent political history can be characterized as a period of tension and uncertainty, we have also witnessed remarkable political movements that have uplifted entire societies. Bold political leadership, grounded on shared values that inspires collective action, is the kind of leadership that we should aspire to.

This is the key that shall unlock a future that is hopeful, sustainable and healthy for all.

Dr Tedros Adhanom Ghebreyesus
Director General
World Health Organization

³ Together today for a healthy tomorrow. Berlin Declaration of the G20 Health Ministers. Berlin: G20 Germany; 2017.



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