

REGIONAL ACTION PLAN on

# Health Promotion in the Sustainable Development Goals (2018–2030)





# **Regional Action Plan on Health Promotion in the Sustainable Development Goals (2018–2030)**



**World Health  
Organization**

**Western Pacific Region**

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## ABBREVIATIONS

<b>9th GCHP</b>	9th Global Conference on Health Promotion (Shanghai, China)
<b>HPH</b>	health-promoting hospitals and health services
<b>NCD</b>	noncommunicable disease
<b>SDG</b>	Sustainable Development Goal
<b>WHO</b>	World Health Organization



# FOREWORD

Member States in the WHO Western Pacific Region have led the way in addressing threats and mitigating future risks through evidence-based health promotion practices, innovative activities and progressive public health policies. The existing body of knowledge, growing evidence base and increasing levels of commitment and expertise on health promotion provide a strong foundation to achieve Sustainable Development Goal (SDG) 3 on health, as well as other related SDGs such as SDG 11 on cities and human settlements.

Change is a constant. Numerous driving forces – for example, rapid and unplanned urbanization, new technologies, climate change, population ageing and trade liberalization – can pose risks to health and increase vulnerability. As such, we have to be vigilant about prevailing and emerging threats to protect health gains and make further progress.

In October 2017, the WHO Regional Committee for the Western Pacific endorsed the *Regional Action Plan on Health Promotion in the Sustainable Development Goals (2018–2030)*. The Action Plan provides guidance for Member States to mainstream, accelerate and strengthen health promotion practice, infrastructure and capabilities to achieve the vision of leaving no one behind in securing the prerequisites for health, as outlined in the 2030 Agenda for Sustainable Development.

Member States are called upon to capitalize on the SDGs to mobilize intersectoral, whole-of-government and whole-of-society action. The Action Plan supports Member States in putting together their health promotion strategies to address the determinants of health and enable people to increase control over and improve their health. The document outlines four strategic approaches for promoting health through sustainable development: mainstreaming, accelerating action, policy support and strengthening capacity. Under each approach, Member States can select actions depending on context and capacity.

WHO is committed to supporting Member States in fulfilling commitments made at the 9th Global Conference on Health Promotion in Shanghai, China, in 2016 and in the 2030 Agenda for Sustainable Development to foster health literacy, expand healthy settings and strengthen governance.

Working together, we can achieve inclusive, equitable and sustainable development, and a better life for everyone.



Shin Young-soo, MD, Ph.D.  
Regional Director

# EXECUTIVE SUMMARY

## PROMOTING HEALTH FOR SUSTAINABLE DEVELOPMENT

In September 2015, the United Nations General Assembly adopted the 2030 Agenda for Sustainable Development, with 17 Sustainable Development Goals (SDGs). The SDGs reflect the breadth and interconnected nature of development challenges and goals, and present an opportunity to mobilize intersectoral, whole-of-government and whole-of-society action that leaves no one behind and to secure the prerequisites for health.

Over the past few decades, economic development in the Western Pacific Region has led to improvements in quality of life. More people have access to clean and safe water, higher education and access to health services. However, against the backdrop of driving forces – rapid and unplanned urbanization, new technologies, environmental degradation, climate change, population ageing and trade liberalization – population groups have unequal access to information and services. In addition, constantly changing political, socioeconomic and environmental conditions make it increasingly difficult for people and policy-makers to make better decisions for health. The health sector needs to work more effectively with other sectors to develop solutions and mitigation strategies for health and development challenges.

At the 9th Global Conference on Health Promotion (9th GCHP) in Shanghai, China in November 2016, countries and the global health promotion community declared that health and well-being are requirements for sustainable development; that health needs to be promoted through action on all SDGs; and that bold political decisions have to be made to address inequities and promote health. Leaders also pledged to increase political

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