

CONNECTING CIVIL SOCIETY FOR HEALTHIER POPULATIONS

Milestones in the
history of the Alliance
for Health Promotion



Alliance for
HEALTH PROMOTION

Health is a state of complete
physical, mental and social
well-being and not merely the
absence of disease or infirmity.

WHO Constitution 1948



Milestones is about the journey of a small group of passionate health and human development volunteers with a vision of better health and health equity through health promotion. You will get a glimpse of what concerned and occupied them, revealing, although only indirectly, what also was the global agenda at the time.

What started in 1997 as the Ad-Hoc Advisory Group for Health Promotion (AGHP)-is now the Alliance for Health Promotion (A4HP), a legally registered international Non-Governmental Organisation (NGO). The highest institutional recognition of the group was in 2015 when the Alliance was granted the status of a Non-State Actor in Official Relations with the World Health Organization (WHO). It also received ECOSOC (United Nations Economic and Social Council) Consultative Status, the highest status granted by the United Nations (UN) to NGOs, thereby allowing the Alliance to participate in the work of the UN.

The mission of the Alliance has always been to support the individual and the community to take greater control of their health by using a health promotion approach that encompasses a holistic view of health. Its work has grown from the early days when it largely comprised of participation and interventions at the WHO Global Conferences to now including NGO Networking, Capacity Building, Knowledge Sharing and Advocacy.

What Milestones does not address is the broader settings and themes within which context of the Alliance's life and work. The Alma-Ata Declaration of 1978 on Primary Health Care has been a constant theme - ebbing and waning over the years. For the Health Promotion field, the Ottawa Charter of 1986 has been absolutely pivotal. In the work of the Alliance, one can also recognise the major topics of the time. These include the relationships between civil society and governments; the emergence of Non-Communicable Diseases as a major global concern; Health and technology; Social (and Economic) Determinants of Health; the Health of the Planet; Climate Change and Health; and Malaria and HIV. In terms of global mobilisation and organisation, Milestones runs through the period when health became increasingly a global security and political issue. It is the period of the Millennium Development Goals (2000-2015) and the UN 2030 Agenda concretised through the Sustainable Development Goals (2015-2030).

I acknowledge the fire and self-sacrifice that has gone into keeping the Alliance for Health Promotion running, and impactful. Milestones is an attempt to capture some of that. Thus it is my pleasure to thank all those who have made the Milestones project a reality. My first gratitude goes to the Board, especially the founder members – Berhane, Joanna and Sonia. We are all immensely grateful to Gabriella Sozanski, founding Board Member of the Alliance, Secretary to the Board and Coordinator whose idea it was to do the project and who has spent many sleepless nights to see it to the end. A number of delightful and highly driven volunteers have meticulously worked on this document and fully merit our recognition.

Lastly, and most importantly I hope that the reader will find reading Milestones rewarding.

Bernard Kadasia
President

CONNECTING CIVIL SOCIETY FOR HEALTHIER POPULATIONS

Milestones in the history of the Alliance for Health Promotion

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HOW THE 21ST CENTURY HAS CHANGED HEALTH PROMOTION?

It's unbelievable but the Ottawa Charter for Health Promotion is already 34 years old. Who would have thought that the health promotion race would have run so long? Across the world, various government strategies for health promotion have developed. Foundations, NGOs, journals and other media as well as university departments and research institutions have also developed new approaches to health promotion. One can say without exaggeration that the Ottawa Charter was ahead of its time. The fortunate combination of a social determinants approach and a commitment to community action has created a unique breakthrough in public health.

By the beginning of the 21st Century, it became more apparent that appreciating the causes and consequences of globalization requires a new understanding of health promotion, in particular the determinants of health. Social, economic, commercial, environmental and cultural determinants have since been identified. It has been shown that influencing them requires political action – often at global level. In this sense, the concept of political determinants of health has emerged. This approach has also been highlighted as one of the three overarching recommendations of the WHO Commission on Social Determinants of Health (2008): to tackle the inequitable distribution of power, money and resources.

The role of civil society in health promotion has also changed since the beginning of the new millennium. It should no longer be just the custodian of fieldwork and the supporter of the implementation of national health promotion strategies; it must be a flag bearer of health interests in the political arena. It does this together with its member organizations, such as the Alliance for Health Promotion, when it presents the responsibilities and opportunities of health promotion in its conferences on tackling climate change or achieving universal health coverage.

Many challenges such as pandemics, unprecedented waves of migration, urbanization or expansion of social media were unforeseen at the time of the Ottawa Conference. The original terminology of “enabling, mediating and advocating” for health had to find its channels in a more comprehensive, interconnected and interdependent world. In the previous two decades, *inter alia* health promotion proved to be successful in designing and implementing policies that put health higher on the political agenda. Measures taken to roll back tobacco use, tackling health inequalities or recognizing the importance of mental health were included to the list of results globally and in selected nations. At the same time, little progress has been seen in changing the traditional approach of health services, and no breakthrough has been achieved in general and medical education.

“Health Promotion is the process of enabling people to increase control over and to improve their health”

Ottawa Charter 1986

Where should health promotion go as a political movement and practice from a civilian perspective? The Prince Edward Island (PEI) Health Promotion Declaration in October 2016 (Charlottetown Call for Action) made it clear that the next milestone can be the target date of the Sustainable Development Goals in 2030. A couple of health related goals and targets assume the contribution of health promotion, as stated in the Declaration of the UN High Level Meeting on Universal Health Coverage (23 September 2019): “Prioritize health promotion and disease prevention, through public health policies, good governance of health systems, education, health communication and health literacy, as well as safe, healthy and resilient cities, enabling people, throughout their life course, including, among others, adolescents, to have increased knowledge to take informed health decisions and improve health-seeking behaviour.”

Nowadays the members of the health promotion community face the toll of COVID-19. They cannot remain silent because if people's health literacy is missing, the resilience of communities will be weak. In this case, the impact of public health messages is insufficient and societies are more vulnerable to the disease and undesired political intentions.

The Ebola epidemic in African countries as well the current pandemic response in Germany, New Zealand and elsewhere, show that in an environment of trust, community partners can help improve the understanding of disease control protocols and suggest moderate changes that better reflect the community's sensitivities, without compromising safety. International Civil Society Organisations such as the Alliance can do much to build a new effective global health collaboration.

Mihály Kőkény

Former Health and Welfare Minister, Hungary
Senior fellow of the Global Health Program at the Graduate Institute of International and Development Studies, Geneva, Switzerland
Policy advisor, Alliance for Health Promotion



THE MOVE TOWARDS A NEW PUBLIC HEALTH

By 1986, health promotion began to gain prominence, especially at the ground-breaking First International conference on Health promotion in Ottawa. The Conference was vital in establishing the basic concept and principles of modern health promotion. The outcome document, the Ottawa Charter for Health Promotion identified five action areas:



“Health Promotion draws its spirit from the Alma-Ata Declaration of 1978 which stressed the responsibility of all members of the community for a healthy and rewarding life”

International Conference on Primary Health Care
Alma-Ata, 1978

“Health Promotion is the process of enabling people to increase control over and to improve their health”

The Ottawa Charter, 1986



(Left to right) Berhane Ras-Work, first President, Sonia Heptonstall and Joanna Koch, former Coordinator

Three of the founding pioneers are still in the successor organisation, the Alliance for Health Promotion (pictured above).

The aim of the NGO AGHP was to take the outcome messages of the International Conference to the grassroots. This capability of NGOs was a missing link in the big structure of WHO.

HISTORY

In 1997, the Alliance's story started in Jakarta, Indonesia when a small group of enthusiastic representatives of NGOs was happy to accept the invitation of WHO to attend the 4th International Conference on Health Promotion and decided to establish an ad-hoc group on Health Promotion (NGO AGHP). At that time only some privileged NGOs could participate at international meetings of Member States.

Among the founding members were NGOs and various sectors apart from health, namely education, co-operatives, women's organisations, rural sector, social welfare, students' associations, traditional practices, pharmacists, nurses and others.

New Players for a New Era – Leading Health Promotion into the 21st Century

4th International Conference on Health Promotion, Jakarta, 1997



From Jakarta to Bangkok

11 years after the Ottawa Charter, it became obvious that partnership with NGOs was vital for WHO. In 1997, the First Meeting with NGOs during the 50th World Health Assembly (WHA) in May was a major step forward. The WHO recognized the value of NGOs and their contribution to health.

Health Promotion Bridging the Equity Gap

The NGO AGHP participated at the 5th International Conference on Health Promotion, in Mexico City, 2000 which discussed creating new partnerships for health between different sectors at all levels of society.

“Without the involvement of NGOs, the WHO and governments have not enough means and channels to promote health.”

First Meeting with NGOs during WHA50, 1997

Policy and Partnership for Action – Addressing the Determinants of Health

At the 6th Global Conference on Health Promotion in Bangkok in 2005, the NGO AGHP delegation made its first Statement and contributed to the development of the Bangkok Charter. It was followed by a Workshop “From Vision to Action: NGOs Promoting Health in a Globalized World” in support of the Bangkok Charter and adopted the first NGOs' Action Framework for the Implementation of the Bangkok Charter for Health Promotion.



September 1978
International Conference on
Primary Health Care, Alma-Ata

May 1997
First Meeting WHO-
NGOs during WHA50

November 1986
First International Conference
on Health Promotion, Ottawa

June 2000
5th International Conference on
Health Promotion, Mexico City

July 1997
4th International Conference
on Health Promotion, Jakarta

August 2005
6th Global Conference on
Health Promotion, Bangkok

LOCAL KNOWLEDGE

a missing link in Primary Health Care

“This year [2008] marks both the 60th birthday of WHO and the 30th anniversary of the Declaration of Alma-Ata on Primary Health Care in 1978. While our global health context has changed remarkably over six decades, the values that lie at the core of the WHO Constitution and those that informed the Alma-Ata Declaration have been tested and remain true.” – Margaret Chan, Director General of WHO.

Why a renewal of primary health care (PHC)? Globalization is putting the social cohesion of many countries under stress, and health systems are clearly not performing as well as they could and should be. People are increasingly impatient with the inability of health services to deliver. Few would disagree that health systems need to respond better – and faster – to the challenges of a changing world. Primary Health Care can do that.



Research carried out by the NGO Advisory Group addressed the issue of Local Wisdom and Health Promotion: Barrier or Catalyst? The study showed that although there was growing recognition of the value of local knowledge, and a bottom-up approach in development projects was gaining ground gradually, in Primary Health Care, traditional medicine and local knowledge were missing links. The study endorsed the full integration of Local Wisdom at every level and stage of the health promotion process and concluded that it is through the empowering and involvement of local communities, their culture and their specific environmental conditions that best-practice health promotion can operate. A holistic approach to health should be based on the premise that Local Wisdom is equally as important as expert opinion and regarded as such by the scientific and medical communities.

Birth of the Alliance

2008 marked a turning point in the history of NGOs engaged in Health Promotion. Seven NGOs representing co-operatives, education, mental health, pharmacies, rural women, social welfare, solar cookers and traditional practices decided to transform the advisory group into a proper structure and thus, established the NGO Alliance for Health Promotion which was registered with the State of Geneva as an association according to Swiss Law.

At the time, the interface with other sectors was becoming significant and the involvement of stakeholders, including the private sector and Civil Society organisations, was gaining ground within the framework of global health development. The Alliance with a strong interdisciplinary profile was created in this environment. Its aims were to serve as a bridge between global and local, to provide a platform for dialogue between Civil Society, Government and Academia and to advocate for a holistic approach to health. The main objective remained the same, namely taking global declarations to local communities and bring back local knowledge to the international level.



“Around 2008.... health was becoming an increasingly important global issue: it was moving out of the medical and public health sphere and becoming an issue of foreign policy and diplomacy”

– Professor Ilona Kickbusch

May
WHA Briefing
Taking forward the Local Wisdom project

January
NGO Consultation
at the WHO Executive Board Meeting

August
Establishment of the
Alliance for Health Promotion

2008



CLOSING THE IMPLEMENTATION GAP

The 7th Global Conference on Health Promotion took place in a challenging period when Health and development were facing unprecedented threats. The financial crisis threatened the viability of national economies and of health systems in particular. Global warming and climate change exerted a toll on human life, especially in lower income countries. Security threats created a sense of shared uncertainty for communities around the world.

In this context, health promotion has never been more timely or more needed as an integrative, cost-effective strategy, and an essential component of health systems.

The implementation gaps

- health programmes: evidence about good health promotion practice not effectively incorporated
- policy-making and intersectoral partnerships: social determinants of health, or the inequitable health impacts, not considered
- health systems: the capacity of a health system to promote health itself as an indicator of performance not considered

January
NGO Consultation
Help catalyse NGO input for WHO
Global Conference

May
WHA Briefing
How can NGOs in alliance maximise
the opportunity

Five urgent responsibilities for governments and stakeholders:

1. Strengthen leadership and workforces
2. Mainstream health promotion
3. Empower communities and individuals
4. Enhance participatory processes
5. Build and apply knowledge



October
7th Global Conference on Health
Promotion, Nairobi, Kenya

October
Civil Society Sub-Plenary at the
7GCHP, Nairobi

2009



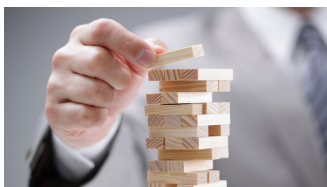
For the 7th Global Conference on Health Promotion (7GCHP), hosted for the first time in Africa, Nairobi, Kenya, the Alliance was commissioned to co-organise a Civil Society Sub-plenary session. As an official partner of WHO, the Alliance prepared the session with a local partner, the African Institute of Health Development, (AIHD) and, presented a Technical Paper on community assets.

Speakers at the Civil Society Sub-plenary included members and partners of the Alliance, among them: International Council of Social Welfare (ICSW), International Federation of Red Cross (IFRC), Inter-African Committee on Traditional Practices (IAC) and Solar Cookers International (SCI). More than 100 participants out of the total of 600 delegates attended the session. The outcome was presented by the Alliance's President to the closing plenary of the Conference which adopted the Nairobi Declaration and Call to Action.

The success of the Civil Society Sub-plenary provided a good example how NGOs in alliance can maximise the opportunity and mobilise a wide network of Civil Society players for coordinated actions and contribution to mainstreaming health promotion.

MAKING HEALTH PROMOTION TANGIBLE

Attention was focused in 2010 to explore how Health Promotion could be made tangible. The Alliance participated in creating a toolkit for health promotion strategies for preventing diseases such as Non-communicable diseases (NCDs). Cancer, diabetes, cardiovascular and respiratory diseases are among the greatest killers of our time and cause premature and preventable death among the population. The Consultation gathering NGOs attending the WHO Executive Board session (EB) discussed NCDs and the implementation of the Global Strategy.



The missing links

A joint intervention signed by 18 NGOs submitted to the EB demonstrated the impressive mobilising force of the Alliance, which is one of its main objectives: to catalyse Civil Society Organisations' (CSO) input around global health issues. The statement emphasised the strong position of CSOs in support of the NCD Agenda which was not included in the health-related Millennium Development Goals (MDG). This position was taken forward to the Annual Briefing and to the WHA. 19 NGOs endorsed the Alliance's Statement submitted to WHA63 on the agenda item "Monitoring of the achievements of the health-related MDGs".

Another missing link was NCDs not including mental health. The representative of the Alliance emphasised this lack of recognition in its presentation at the 6th World Conference on the promotion of mental health and prevention of mental and behavioural disorders held in Washington DC, USA.

Building partnerships

At the 20th Conference of the International Union of Health Promotion and Education (IUHPE) in Geneva, the Alliance organised a World-café session to highlight practical challenges and approaches that generate evidence about the role of community assets in mainstreaming health promotion. The World-café session was followed up by a three-week e-discussion forum.

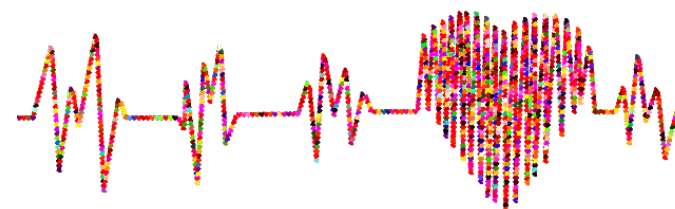
Building partnerships was a new element that the Alliance explored through participating at international meetings beyond the WHO. They provided further platforms to advocate for the efficiency of health promotion strategies and Civil Society contribution to meeting the global health challenges of that period.

In November, the WHO hosted a Seminar of the Alliance entitled "Working together to advance the Health Promotion Agenda". This event was the forerunner of the Global Forums launched in the following year. The seminar addressed health, for the first time, in terms of human well-being, in all of its dimensions. This change in paradigm called for policies that overcome fragmentation and 'silo' approaches. It emphasised that good health is central to sustainable social and economic development across all sectors of global society. At this seminar, it became clear that a holistic approach is required for future strategies.

"Even as mental health is now being prioritised as a major health problem in several developing countries, ironically their concerns do not find a place in global health targets and agendas."



"3 out of 5 people die of NCDs per year. A large percentage of NCDs are preventable through the reduction of their four main behavioural risk factors: tobacco use, physical inactivity, harmful use of alcohol and unhealthy diet."



January
NGO Consultation
Prevention and control of NCDs

May
NGO Briefing
Mainstreaming Health Promotion

July
Alliance Workshop
Making Health Promotion Tangible

November
Strategic Planning Meeting
Working together to advance the
health promotion agenda

2010

EQUITY AND SOCIAL DETERMINANTS OF HEALTH

From 2011 onwards, the Alliance opened up its membership to all civil society players and organizations supporting health promotion. It strengthened its focus on partnership building, thus strengthening advocacy and Civil Societies' capacities, and enabling them to influence Health in All Policies. This was the theme selected for the WHO Global Conference on Health Promotion.

Relevant international meetings provided opportunities for the Alliance to advocate for a holistic approach to health and health promotion strategies, such as:

- the World Conference on Social Determinants of Health in Rio de Janeiro and,
- the UN High-level Meeting on NCDs in New York which two US-based Alliance member attended.

The World Conference on Social Determinants of Health in Rio de Janeiro brought together Member States and stakeholders to share experiences on policies and strategies aimed at reducing health inequities. The Rio Declaration argues that action on social determinants is essential in creating inclusive, equitable, economically productive and healthy societies. Over 100 governments expressed their political will to make health equity a national, regional and global goal, through resolute action on social determinants of health across all sectors and at all levels.

2011 was also the 25th anniversary of the Ottawa Charter. To celebrate, the Alliance organised the first Health Promotion Forum in the International Conference Centre, Geneva, a landmark event in the history of the Alliance. The theme "From Local Knowledge to Health in All Policies" reflected the path, the Alliance had covered since 2008 and in parallel with the evolution of the Social Determinants of Health.

Health Promotion Strategies (Ottawa Charter)

advocate
factors which encourage health
enable
achieve health equity
mediate
collaboration across all sectors



The Ottawa Conference in 1986 was a response to growing expectations for a new public health movement. It launched a series of actions to achieve the goal of "Health For All" by the year 2000. The basic strategies for health promotion identified in the Ottawa Charter were: advocate (to boost the factors which encourage health), enable (allowing all people to achieve health equity) and mediate (through collaboration across all sectors) which are still valid – said in her keynote speech Professor Ilona Kickbusch, as the convener of the first International Conference on Health Promotion. She also introduced the concept of health and well-being as the overarching societal goal related to human rights and equity as well as a key feature of what constitutes a successful society in the 21st century. The Conference stated that the old way of governing health - based on a medical paradigm - is no longer sufficient to address the new challenges, and has also reached its limits with regard to the organisation of the health care sector itself.

The first Health Promotion Forum of the Alliance proved to be an excellent platform to exchange experience and practices, and take a snapshot of current approaches, evidence, challenges and opportunities. It also provided an opportunity to mobilize partners and members of the Civil Society community to participate in the planning, development and actions leading to the Alliance having a single voice at the WHO Conferences.

May
WHA Briefing
Health Promotion Strategies of Civil
Society meeting the NCD Challenge

January
NGO Consultation
Health System Strengthening through
Community Health Promotion

November
First Health Promotion Forum
From Local Knowledge to Health in
All Policies

2011

COMMUNITY EMPOWERMENT



The Alliance celebrated the 15th anniversary of its establishment in 2012 as an Advisory Group at the Briefing entitled the [Right to Good Life](#). While looking back at its key milestones, the major issue addressed was how cooperation in [troika](#), namely combining Health Promotion, Non-Communicable Diseases and the Social Determinants of Health, can drive NGOs in alliance and in partnership with governments to achieve Health in All Policies. The keynote speaker was Prof Pekka Puska, former Director of WHO in charge of NCDs and Health Promotion, Director General of the Finnish National Institute for Health and Welfare and chair of the Scientific Committee preparing the 8GCHP.

The Value Chain in Health Promotion was the subject of the Alliance's presentation at the KPMG IDAS International Conference – Change, Emerging Nations and the Age of Civil Society held in Geneva.

Until now all events of the Alliance were organised in Geneva. The first [Regional Workshop on Health Promotion](#) convened in Kitale, Western Kenya. It was integrated into a one-week mobile clinics initiated and coordinated by the Afro-European Medical and Research Network (AEMRN), whose president was a member of the Alliance Board. The 115 participants included mainly community leaders, NGOs from the region but also health professionals from the US, UK and other countries. Speakers from the African Medical and Research Foundation (AMREF), the African Institute for Health & Development (AIHD) and the Regional Psychosocial Support Initiative (REPSSI) presented case studies from the African continent. The Workshop revealed that one of the reasons of the existing gap between international declarations and implementation on the ground is the insufficient involvement of communities in programmes and lack of information.



To capture the spirit of Kitale, a project has been developed on strengthening community partnership in health promotion from the perspective of social determinants of health. The purpose is to demonstrate how local-global intersectoral partnerships can work to mobilise grassroots resources to improve the health and wellbeing of communities.

The International Co-operative Summit celebrating the UN International Year of Co-operatives with some 2600 participants held in Quebec accommodated also an International Health Co-operative Forum. Here, the Alliance representative was able to present on the value of Health Promotion. The Lévis Declaration, the final document of the forum, included a provision on the significance of Health Promotion and inter-sectoral cooperation in achieving better health outcomes.

The theme of the [2nd Global Forum on Health Promotion](#) was: Accelerating Health Promotion Outcomes from Local to Global.

Accelerating Health Promotion outcomes through taking the Rio Declaration to grassroots was as high on the agenda of the 2GFHP as was bringing back Local Knowledge from the grassroots to the international fora.

Subsidized by the State of Geneva, the Alliance opened its first independent Office in the Villa Grand-Montfleury in Versoix.



United Nations Conference on Sustainable Development (Rio+20) in June 2012

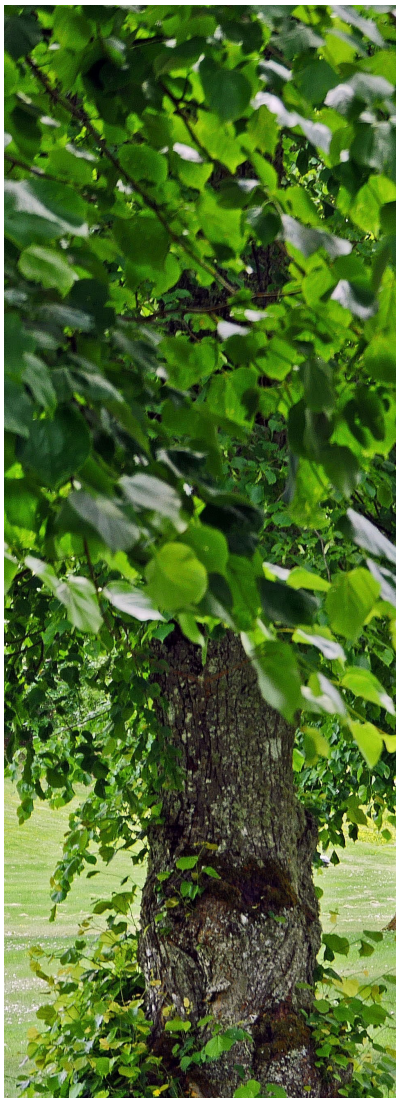
“The Future We Want”. The document states: “We are convinced that action on the social and environmental determinants of health, both for the poor and the vulnerable and the entire population, is important to create inclusive, equitable, economically productive and healthy societies. We call for the full realization of the right to the enjoyment of the highest attainable standard of physical and mental health”.

November
2nd Global Forum on Health Promotion
Accelerating Health Promotion Outcomes
from Local to Global

January
NGO Consultation
Implementation of the Health in All
Policies (HiAP) approach

May
WHA Briefing
Right to Good Life - Health Promotion
from community perspective

2012



Building capacity for Health Promotion

Building capacity for Health Promotion – inter-sectoral partnership between civil society and government was the title of the Alliance's 3rd International Health Promotion Forum hosted by the Social Determinants of Health team in WHO Headquarters following the Helsinki Conference.

The forum looked at four different models of inter-sectoral partnership in the context of health promotion. It was the first time that the forum was webcast to a large audience worldwide. The keynote speaker herself was connected through Webex and presented on the successful implementation of HiAP within the South Australian Government.

Other speakers gave examples on how to bridge the gap between policy and practice in the area of reproductive health; Migros argued for the value of co-operative governance in business; HeW Co-op Japan introduced the voluntary activities of health co-operative members for community development. Experiences from the field included the Kitale Health Promotion workshops and collaboration with R20 (Regions for Climate Action) – The Energy-Health Link. Illustrations of the applicability of the health promotion concept to local policies were presented by the Institute of Global Health of Geneva University. Further aspects addressed included the role of municipality in improving the quality of life. This was presented by the Mayor of Meiner: Pharma Genève introduced the "Smart Pharmacists" campaign. The Geneva State representative emphasised the relevance of physical activity and nutrition in a school setting while the Chief Medical Officer, Canton of Neuchâtel, gave other examples on reorienting health services including examples of prison health.

Evaluation from the participants showed a high level of satisfaction in particular because of the diversity of information from various fields, the presence of local and community stakeholders, and the connectivity between each topic – this rich variety under one roof, in synergy and in one day.

January
NGO Consultation
Community awareness

May
WHA Briefing
From Global Declarations to Local
Actions:- Health Promotion beyond 2015

HEALTH IN ALL POLICIES

At WHO's 8th Global Conference on Health Promotion, the participants endorsed the Helsinki Statement on Health in All Policies (HiAP). This meant prioritizing health and equity as a core responsibility of governments to its peoples, affirming the compelling and urgent need for effective policy coherence for health and well-being. This would require political will, courage and strategic foresight. They also called on governments to implement HiAP.

HiAP is an approach on health-related rights and obligations. It improves accountability of policymakers for health impacts at all levels of policy-making. It includes an emphasis on the consequences of public policies on health systems, determinants of health, and well-being. Health for All is a major societal goal of governments, and the cornerstone of sustainable development.

The Global Conference was built upon a rich heritage of ideas, actions and evidence originally inspired by the Alma Ata Declaration on Primary Health Care (1978) and the Ottawa Charter for Health Promotion (1986). The Alliance's representatives at the Conference were co-authors of the Civil Society Declaration submitted to the closing session by People's Health Movement.

In compliance with the mission of the Alliance, the key messages of the Helsinki Statement and recommendations for Country actions were taken to the 2nd Regional Health Promotion Workshop convened by the Alliance in Kitale, Kenya. The WHA Briefing organised prior to the Global Conference with one of the Alliance members, the Regional Psychosocial Support Initiative, explored how NGOs can turn Global Declarations into Local Actions.



August
2nd Regional Health Promotion Workshop, Kitale
Empowering communities -
Taking the Helsinki Statement to grass roots

November
3rd Global Forum on Health
Promotion
Building Capacity for Health Promotion

2013

INNOVATION AND NEW APPROACHES

The Alliance organized its briefing during WHA67-with its member, Regions of Climate Change. The title was “Empowerment for Sustainable Development: **Making Health Promotion Tangible** in the Post-MDG Agenda”. The briefing concluded with the following key messages:

- preventative strategies are more cost-effective than curative strategies,
- the rule of law plays a major role in making Health Promotion more tangible and,
- climate change and environmental issues increasingly affect health.

The 3rd edition of the Regional Health Promotion Workshops in Kitale, Kenya welcomed 75 participants. Sadly, the Ebola outbreak prevented a number of high-ranking health officials and major NGOs from participating. The local interpretation of Health in All Policies was its theme. Representatives of the two students organisations, IFMSA and IPSF, members of the Alliance, attended the event for the first time. Participants were inspired by the example of the Alliance gathering civil societies from various sectors at a global level and agreed on founding the Health Promotion Alliance Kenya (HPAK) in order to multiply the effects of annual workshops partnering with AEMRN: Another positive outcome was the establishment of a Boda Boda School in Kitale, to train young riders due to the growing number of road accidents identified as one of the major health challenges.

“Education is the most powerful weapon which you can use to change the world”

Nelson Mandela



January
NGO Consultation
Health in All Policies

May
WHA Briefing
Empowerment for Sustainable Development - Making
Health Promotion Tangible in the Post-MDGs Agenda



The Alliance's **4th Global Forum on Health Promotion** was hosted by the Institute of Global Health of the Geneva University at the Biotech Campus. The event was organised in collaboration with the WHO Department of Public Health, Environmental and Social Determinants of Health whose Director, Dr Maria Neira, acknowledged that prevention is better than cure but unfortunately this is very rarely implemented.

The main theme “**Innovation and New Approaches for Health Promotion**” was addressed from different angles, namely Health Promotion at the Workplace- Training and Education; The Economic and Psychological Benefits of Health Promotion; Environmental and Social Determinants for Health; Social Links and Health Promotion.

The Ambassador of Bhutan's speech introduced the concept of **Gross National Happiness** (GNH) which implies that sustainable development takes a holistic approach towards notions of progress and gives equal importance to the non-economic aspect of wellbeing. He referred back to the UNGA resolution adopted in 2011 which was introduced by Bhutan and supported by 68 member states, which called for a “holistic approach to development” aimed at promoting sustainable happiness. At the following UN High-Level Meeting in 2012 on “**Happiness and Wellbeing: Defining a New Economic Paradigm**” world leaders, experts, civil society and spiritual leaders together decided to develop a new economic paradigm based on sustainability and wellbeing.

Other panellists included senior representatives of the World Bank Group, ILO, World Vision International, REPSSI, R20, Pro Senectute Vaud, Geneva University Hospital, Health Nexus as well as University professors from Wisconsin and Kent State from the US.

The prevailing message from the 4GFHP is that the time is ripe for synergies between sectors. There are many opportunities to be seized for collaborative efforts between governments, international organisations, academia and civil society, all with the aim of improving people's life and contributing to societal and economic development. Innovative thinking and advances in technologies are cornerstones of achieving lasting impacts within these opportunities.

August
3rd Regional Health Promotion Workshop
NGOs and Civil Society Promoting
Positive Change

November
4th Global Forum on Health Promotion
Innovation and New Approaches for
Health Promotion

2014

HIGHEST RECOGNITION BY WHO AND UN

In global development, a historic event occurred when the UN General Assembly adopted the **2030 Agenda for Sustainable Development**. It recognized health and well-being as central to sustainable development and human progress. It was an international commitment, as a means and measure to achieving the key health determinants. WHO had long been struggling to find international specific determinants parameters and indicators. Now with the Sustainable Development Goals (SDG), it is much easier and consensual.

2015 marked also the highest recognition an international NGO can obtain namely, **Official Relations (OR)** with the World Health Organization and **Consultative Status with ECOSOC**. This status entitles the Alliance to participate in Governing Bodies' meetings and other high-level forums. It also facilitates partnerships with other UN Agencies thus, advocating for inter-sectoral collaboration for Health in All Policies.

The first Statement the Alliance could submit to WHA on its own right in OR with WHO, was on Promoting Health through the Life Course and Contributing to Social and Economic Development: Sustainable Action Across Sectors to improve Health and Health Equity. This meant highest level advocacy for Health Promotion.

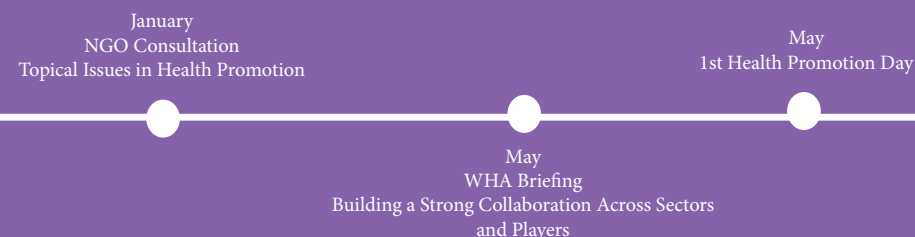
The greatest achievement at the local level was the decision of the 4th Regional Health Promotion Workshop in Kitale, on **founding the Health Promotion Alliance Kenya** as a local association. It aimed to scale up the Kitale model, multiplying the effects of the workshops by reaching a wider network of people even in remote areas and expanding training programmes. Making Communications and Technology Work for Health Promotion was the theme of the workshop.

WALK FOR HEALTH AND HAPPINESS

2015 also saw the launching of **Health Promotion Day**. Every year in May, over 1000 delegates from 150 countries gather in Geneva; for the WHA and spend one week sitting in meeting rooms. In line with its mission to bring global and local together, the Alliance decided to offer international delegates a fun-day on Sunday prior to WHA, an outdoor event to learn about local reality through interacting with Geneva associations and its population. Partners included the Geneva Association for Community Development and Alliance members such as IFMSA, IPSF and Life University. The Day concluded by a "Music is good for Health" concert in the Villa Grand-Montfleury.

"Telling people that there is a way to improve their health is rarely sufficient to change behavior. Successful campaigns are as much about social norms as they are about information."

World Bank Development Report 2015 "Mind, Society and Behavior"



The 5th Global Forum on Health Promotion "**Closing the Gap in Health Equity through Technology**" was organised in collaboration with the WHO, the International Telecommunication Union (ITU) and was hosted by the Global Health Programme at the Graduate Institute in Geneva. The Forum explored how emerging technologies can impact promoting health and well-being of people, in particular marginalized and vulnerable populations. The sessions run by ITU proved that electronic communication and information technology not only covers technical development but also reflects an attitude which closely connects health promotion to behavioural change.

The Forum concluded with the following statements: Innovative technologies have enormous potential to improve human well-being and to address health equity. This is particularly relevant in the area of environmental health. Technological progress, however, does not always guarantee equitable health outcomes. It needs to be implemented in partnership with communities and has to be based on core values of local autonomy, fairness and ecological sustainability.



"Physical inactivity is the 4th leading risk factor for global mortality, causing some 3.2 million deaths globally."



2015



“Health promotion is challenged to redefine its role in the new era of SDGs”

“Never before, has promoting health been placed at the center of a global agenda that will transform our world and is determined to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.”

Professor Ilona Kickbusch

Sustainable Development Goals

The year 2016 marked an important milestone in health and human development. The world started to implement the seventeen newly created UN SDGs providing a unique political opportunity to promote health and advocate for action at the highest political levels.

Several of the spring events of the Alliance offered platforms to advocate for the value of health promotion within the context of the SDGs.

These included:

- A session at the Geneva Health Forum, creating awareness among the more than 1000 medical professionals and other health and development workers about the importance of Health Promotion, a holistic approach to health and its relevance in contributing to a better quality of life.
- The official WHA side event jointly organised with the Global Health Center and other partners, held in the Palais des Nations on the theme “Towards the Right to Health: Possibilities of a Framework Convention on Global Health and Harmonized Civil Society Platforms for Universal Health Coverage”.
- The 2nd Health Promotion Day hosted by the Geneva Welcome Center, on Sunday prior to the opening of the WHA. International delegates were able to visit some 10 exhibition stands of local associations and interact during the four workshops on various aspects of Health Promotion.



May
WHA Briefing
Synergy of action for achieving the SDGs

January
NGO Consultation

May
Side event at WHA
Towards the Right to Health



“Health Promotion at the very heart of Sustainability” was the title of the landmark event of the year, the 6th Global Forum on Health Promotion to celebrate the 30th Anniversary of the ground-breaking Ottawa Charter. It was unique as it happened on Canadian soil, in Prince Edward Island, for the first time outside of Geneva.

Following an amazing process of several months of online consultation, more than 250 Canadian and international delegates, including policymakers, leaders, researchers, educators, health promotion and public health professionals, community health workers and experts across all sectors, worked together to create the PEI Declaration that affirms the essential roles played by CSOs by “enabling, mediating, and advocating”, in using health promotion strategies to achieve equity and sustainability.

The PEI Declaration notes more than ever before, the value of health promotion approaches. It has now been recognized that the health of the People and the health of the Planet are closely interdependent. It also recognizes that unacceptable health inequities persist. At the same time, outbreaks and risks of pandemics have increased alongside a major upsurge in NCDs. Similarly, a greater understanding has developed about the role of social, economic and ecological determinants of health and how to address them.

The Declaration urges more recognition and cooperation among Governments, Private Sector and Civil Society and advocates for All of Society approach. It underscores the need for more resources to be put into research and human resources for Health Promotion. It points out that Good Governance is crucial and that political choices that enable health need to be made. Also, it underlines the key contribution that Health Literacy can make to “ensure healthy lives and promote well-being for all at all ages.”

The key messages of the PEI Declaration were delivered to world leaders at WHO’s 9th Global Conference on Health Promotion “All for Health, Health for All” in Shanghai as a Poster presentation “Harnessing Civic Engagement – Achieving the Sustainable Development Goals through Social Mobilization and Health Promotion Leadership.” It was ranked among the five best posters out of 68 displayed.

The Shanghai Declaration on promoting health in the 2030 agenda and the Mayors’ Consensus recognises health and wellbeing as essential to achieving sustainable development and provides transformative pathways for promoting health through good governance, healthy cities and communities, health literacy, and social mobilization.

May
2nd Health Promotion Day

November
9th Global Conference on Health Promotion
Shanghai, China

October
6th Global Forum on Health Promotion-
Prince Edward Island, Canada

2016

HEALTH LITERACY

2017 marked the 20th anniversary of the Alliance for Health Promotion celebrated with a pre-WHA Seminar in the Palais des Nations in Geneva. The event represented the first big civil society gathering after the WHO Global Conference on Health Promotion held in Shanghai and attracted also WHO senior managers including that time the Regional Director for Europe, Zsuzsanna Jakab, UN SDG Lab and high-level representatives of the State and the City of Geneva. The Seminar selected as a theme **Health Literacy and Social Mobilization to Achieve the SDGs**. Health literacy is about people acquiring the knowledge, skills and information to make healthy choices. Social Mobilization is about engaging and galvanizing people to take action towards the achievement of good health and well-being in a way that gives ownership to the community as a whole.

“Improving health literacy in populations through effective health education and communication remains the cornerstone for developing personal skills.”
Professor Don Nutbeam



The annual Briefing during the WHA focused also on the SDGs, discussing how the WHO Global Coordination Mechanism connects the different aspects and activities on NCDs, how to stop violence to women and children, HIV-AIDS and reproductive health, as well as the youth perspective.

The Health Promotion Alliance Kenya (HPAK) took the lead in organising the Regional Workshop in Kitale which welcomed the message of the newly elected WHO Director General Tedros Adhanom Ghebreyesus. The objective was to use the Shanghai Declaration and explore ways of turning words into action. Key themes highlighted were governance for health, health in all policies, a whole-of-society and a multi-sectoral approach to health promotion, health literacy and social mobilization, health as a political choice, key role of civil society and healthy environment in cities and communities.



OUR PLANET – OUR HEALTH

The 7th Global Forum on Health Promotion with the theme “Our Planet – Our Health” was organised in collaboration with WHO and the Global Health Centre. With The Lancet Report on the impact of pollution on health published just before the forum and with the COP23 running parallel with the forum, it was the perfect time to discuss the adverse effects of environmental pollution on human health.

Nine out of ten people living in cities breathe polluted air. 25 % of the burden of disease is coming from environmental factors.

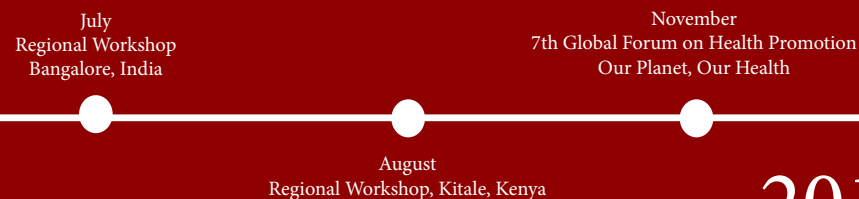


All human beings can, and do, effect the health of communities, ecosystems and the planet. We are only slowly waking up to the cumulative effects human actions are having on the planet's health. Preventing environmental damage and maintaining healthy ecosystems is the most effective long term strategy to promote health.

While exploring the link between human, ecosystems, and planetary health, we have to look at health as a holistic pattern, explore salutogenesis—the generation of positive health—as an alternative to the disease-focussed approach. “Salutogenesis leads us to focus on the overall problem of active adaptation to an inevitably stressor-rich environment” – Antonovsky (1987)

Health depends on our ability to understand and manage the interaction between human activities and the physical and biological environment. We have the knowledge and the resources but fail to act on it. (WHO Report Health in 2015). Creating healthier societies and healthier lifestyles will ultimately heal ecosystems and the planet.

“Overconsumption and unmitigated exploitation of natural resources have fundamentally changed the planet and now threaten our very survival.”
Tedros Adhanom Ghebreyesus



2017



WHO - 70 Years

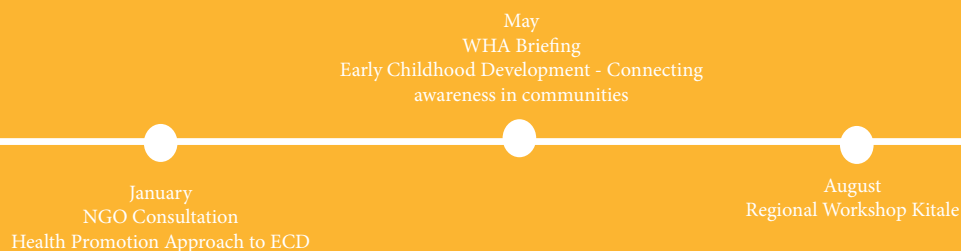
"We are not just celebrating 70 years of WHO as an organisation, we are celebrating its constitution, one of the most radical documents the world has produced in that it affirms that it is the social responsibility of governments to protect and promote people's health and gives the organisation treaty-making powers."
– Prof Ilona Kickbusch

From a historical perspective, it is enlightening to re-visit the WHO Constitution to see how much foresight its founders showed with respect to:

- social justice - "The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social conditions"
- social protection - "Governments have a responsibility for the health of their peoples which can be fulfilled only by the provision of adequate health and social measures" and
- social determinants - "to promote, in cooperation with other specialised agencies where necessary, the improvement of nutrition, housing, sanitation, recreation, economic or working conditions and other aspects of environmental hygiene".

These values are as important today as they were when first enunciated more than 70 years ago.

As part of the 70 year's celebrations, WHO staged a major health promotion event in Geneva on the eve of WHA the "Walk the Talk: The Health for All Challenge". It was rewarding to see the initiative of WHO Director-General to transform what used to be the Health Promotion Day, launched by the Alliance in 2015, into a huge public event the WTT with local and global participation. We proudly treasure the Certificates of Gratitude signed by Tedros as recognition to the Alliance.



The core events of the Alliance in January and in May, focused on the Health Promotion Approach of **Early Childhood Development (ECD)** and the vital importance of education and support for mothers and children within the WHO/UNICEF Nurturing Care Framework.

"The first 1000 days of life are the most important in the child's development."

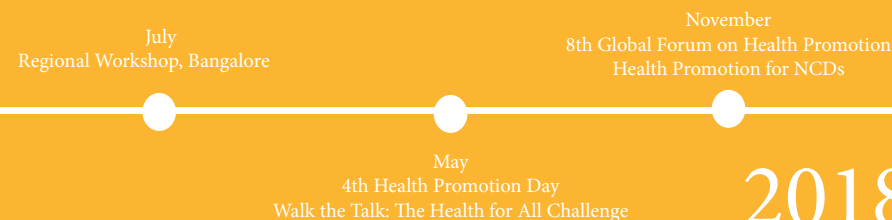


The **UN Meeting (HLM) on NCDs** in New York in September and the **Global Conference on Primary Health Care** in Astana, Kazakhstan, in October have provided us with enough food for thought about how governments and non-state actors can work together to take forward the key messages of the global conferences, identify the gaps and take action in order to increase the impact on the life of people. The Alliance was represented at both big events, the UN HLM and the WHO Conference on PHC in Astana.

Year 2018 finished with the **8th Global Forum on Health Promotion** organised in collaboration with the WHO and hosted by the Global Health Centre of the Graduate Institute. Assistant Director General of WHO delivered the keynote speech which was followed by a high level panel and technical workshops including topics on Health Promotion in Communities, Health Literacy and Evidence based Health Promotion strategies to fight NCDs.

The theme "**Health Promotion for prevention and control of Non-communicable diseases (NCDs): Translating global declarations into community level action and impact**" was timely in view of the world's focus on the SDGs. The 8th Global Forum confirmed the key role civil society networks play in carrying the messages of policy declarations to the local communities and contributing to their implementation. The Forum also confirmed the need for investing in the process of building the capacity of CSOs so that they are able to contribute effectively to achieving the SDGs.

Within the framework of our collaboration with WHO, the Alliance had the honour of being the Rapporteur at the meeting of the WHO Technical Advisory Group (TAG) on Health Promotion and the SDGs in Berlin. The meeting report provided guidance on "Accelerating action on the Shanghai Declaration to promote health in the SDGs".



CLIMATE CHANGE & HEALTH

The Alliance has never seen so many high-level representatives of WHO addressing its meetings as in 2019. The focus was on Climate Change & Health and Universal Health Coverage (UHC).

Two core events of the Alliance addressed Climate Change and Health. The NGO Consultation, organised in collaboration with IPSE, stated the devastating effect of climate change on health. It also confirmed that young people are champions in advancing the health promotion agenda on environment and climate change. Speakers referred to increasing air pollution, a threat that the WHO Director-General has called “the new tobacco”.

The official side event at the WHA was held jointly with the Global Climate and Health Alliance in the UN Palais, Geneva. The briefing concluded by launching the WHO-Civil Society Working Group on Climate and Health, under the chairmanship of Dr Naoko Yamamoto, Assistant Director-General of WHO. The aim of the Working Group is to develop a coordinated strategy to drive policy action on climate change and its impacts on health. The Alliance for Health Promotion is among the founding members of the WG.

A landmark event in the history of the Alliance was the second [Pre-WHA Seminar entitled “Achieving Healthier Populations through Alliances with Civil Society”](#). Tedros Adhanom Ghebreyesus, Director General of WHO, followed attentively the presentations and discussion before making his closing remarks. He talked about the transformation taking place within the WHO, to make it play its rightful role in achieving the goal to ensure healthy lives and promote well-being as set down in the General Programme of Work, GPW13 (2019-2023). The DG also confirmed that the 3 billion goal of WHO can only be achieved with civil society’s participation.



“Health is a human right. No one should get sick or die just because they are poor, or because they cannot access the services they need.”

Tedros Adhanom
Ghebreyesus,
WHO Director-General

Universal Health Coverage

Both Regional Health Promotion Workshops, in Kenya and in India focused on Making Universal Health Coverage Real at the Individual and Community Level. The video message from the WHO Director-General to the Kitale Workshop was welcomed for the second year running.

The Lakeside Center for Health Promotion hosted the 5th Health Promotion Workshop in Bangalore. It was held within the framework of the 37th Annual CME (Continuing Medical Education). Through co-sponsoring the Annual CME programme, this important scientific event of high-level government representatives, health professionals and scientific experts, the Alliance gains visibility and creates awareness about the importance of community engagement through Health Promotion strategies.

WHO hosted the 9th Global Forum on Health Promotion in its Executive Board Room on 12 November and cast the lens on health promotion as a critical pathway to achieving universal health coverage. This was a timely theme that gave participants and speakers the opportunity to reflect on how to translate the recently adopted UN political declaration on UHC to local action. With over 100 participants and over 20 government missions represented, the event drew a diverse audience including participants from non-health sectors. Zsuzsanna Jakab, Deputy Director-General of the WHO delivered the keynote speech and shared her vision on how the WHO will coordinate global efforts on Universal Health Coverage. She outlined the WHO’s strategy to shift away from the focus on curing diseases, towards a focus on preventive approaches, which enhances the importance of health promotion.

“Half of the world population is still lacking access to essential health services.”



2019

Connecting Civil Society for Healthier Populations

VISION
People Empowered to Live a Healthier Life

- Translating global declarations into local actions and impact
- Connecting and catalysing Civil Society Organizations
- Promoting a holistic approach to health

The Alliance is dedicated to its core values, as established throughout the history of its operations, namely fairness, sustainability, integrity, accountability and transparency.

- Bridging the implementation gap between global policy and local reality
- Demonstrate the economic benefit of health promotion

Most of the events of the Alliance are organised annually:

- Global Forums on Health Promotion
- Consultations at the WHO Executive Board session
- Briefings - official side events at the World Health Assembly
- Regional Workshops (in Asia, Africa, Europe)
- Health Promotion Day
- Pre-WHA Seminars

The Alliance holds Annual General Meetings for its membership. A Board is elected every two years and meets regularly, at least four times a year. Each member is entitled to one vote. The Accounts of the Alliance are audited every year.

The Alliance network is composed of Member Organisations (30) operating in various sectors including education, health co-operatives, pharmaceutical, women and students associations, academic institutions and scientific societies both in rural and urban areas. In addition to organisations 15 individuals have joined the Alliance. Through the members' networks millions of people even in remote areas are reached in some 60 countries around the world.



HARNESSING CIVIC ENGAGEMENT

Achieving the Sustainable Development Goals (SDGs) through Social Mobilization and Health Promotion Leadership

The 6th global Forum on Health Promotion, took place on October 16th and 17th, 2006 in Beijing, China. The event was organized and played by Civil Society Organizations (CSOs);

Sustainable Development Goals (SDGs).

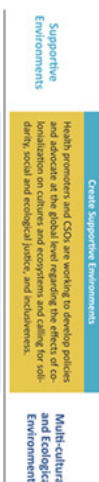
But the SDGs have limitations, such as insufficient acknowledgement of racism as a limiting factor and of the key role that civil society plays in promoting health from the individual to the global level. Achievement of the SDGs is dependent on CSOs and the leadership role they play within health promotion.

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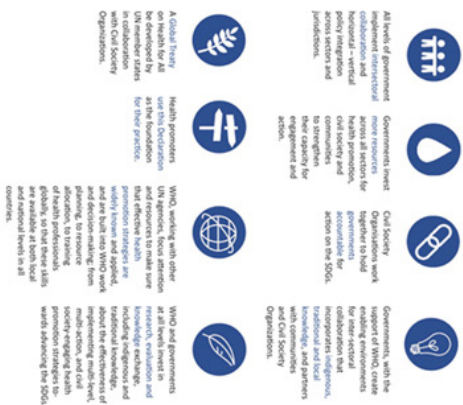
In 1986, the Ottawa Charter for Health Promotion identified five action areas for health promotion.

Thirty years later, the Ottawa Charter continues to provide a solid foundation upon which to build.



In this period of global transition, health promotion and civil engagement are integral to creating the new sustainability paradigm.

Health promotion is essential to achieving the Sustainable Development Goals through the following actions:



The 6th Global Forum on Health Promotion was hosted and co-organized by the Government of Prince Edward Island in partnership with the Alliance for Health Promotion, The Quach Inc. and Groupe entrepreneurs en santé.



MEMBERS



List of abbreviations

- Advisory Group for Health Promotion (AGHP)
- African Coalition on Traditional Practices and Empowerment of Women (ACTPEW)
- African Institute for Health & Development (AIHD)
- African Medical and Research Foundation (AMREF)
- Afro-European Medical and Research Network (AEMRN)
- Alliance for Health Promotion (A4HP)
- Associated Country Women of the World (ACWW)
- Civil Society Organisations (CSO)
- Continuing Medical Education (CME)
- COP23, 23rd annual conference of the Parties to the 1992 United Nations Framework Convention on Climate Change
- Early Childhood Development (ECD)
- ECOSOC (United Nations Economic and Social Council)
- Espriu Foundation - Fundacion Espriu
- EUFOREA
- Global Alliance of Women's Health (GAWH)
- Global Conference on Health Promotion (GCHP)
- Gross National Happiness (GNH)
- Groupe Entreprise en Santé, GES
- Health in All Policies (HiAP)
- Health Nexus
- Health Promotion Alliance Kenya (HPAK)
- International Labour Organisation (ILO)
- Inter-African Committee on Traditional Practices (IAC)
- International Aids Society (IAS)
- International Council of Nurses (ICN)
- International Council of Social Welfare (ICSW)
- International Federation of Home Economics (IFHE)
- International Federation of Medical Students' Association (IFMSA)
- International Federation of Red Cross (IFRC)
- International Health Co-operative Organisation (IHCO)
- International Pharmaceutical Federation (FIP)
- International Pharmaceutical Students Federation (IPSF)
- International Society of Dietary Supplements and Phytotherapy (ISDSP)
- International Society of Lymphology (ISL)
- International Telecommunication Union (ITU)
- International Union of Health Promotion and Education (IUHPE)
- Lakeside Centre for Health Promotion
- Millennium Development Goals (MDG)
- Mothers Legacy Project
- Non-communicable diseases (NCDs)
- Non-Governmental Organization (NGO)
- Norwest Co-op Community Health Centre, Canada
- O'Neill Institute - Georgetown University
- Organisation européenne de la santé
- Primary Health Care (PHC)
- Prince Edward Island (PEI)
- Regions for Climate Action (R20)
- Regional Psychosocial Support Initiative (REPSSI)
- Réseau Education & Solidarité, RES - Education & Solidarity Network
- Solar Cookers International (SCI)
- Sustainable Development Goals (SDGs)
- Technical Advisory Group (TAG)
- United for Equity and the End of Racism (UFER)
- United Nations General Assembly (UNGA)
- United Nations (UN)
- United Nations High Level Meeting (UN HLM)
- Universal Health Coverage (UHC)
- University of Los Angeles Public Health School
- Walk The Talk (WTT)
- WHO Executive Board (EB)
- World Federation of Mental Health (WFMH)
- World Health Assembly (WHA)
- World Health Organization (WHO)

