

# ANNUAL REPORT 2023-2024

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This Annual Report covers the period from 1 October 2023 to 30 September 2024 and represents the status as of 30 September 2024.

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# Global Context

The Alliance for Health Promotion (A4HP) has continued its work in a year marked by considerable global upheaval. Amid significant armed conflicts from Ukraine to the Middle East, the world also faced economic, energy, and climate crises, coupled with the ongoing challenges of the post-COVID-19 pandemic. These intertwined crises have created an unprecedented level of humanitarian need, adding urgency to health advocacy and public health initiatives.

In his remarks to the UN Summit of the Future in September 2024 WHO Director General requested three things: First, a commitment to promote, provide and protect health. Second, a commitment to a Pandemic Agreement and third, a commitment to peace. Because there is no health without peace and there is no peace without health.

In this harsh and fragile world situation, when people are worried about their daily livelihood and security, it takes courage and determination to look out from the trenches, stand up for positive ambitions, and think about a kind of vision for the future. This was done by the UN General Assembly in September 2024 holding the Summit of the Future where World leaders adopted a Pact for the Future that included a Global Digital Compact and a Declaration on Future Generations. The Pact covers a broad range of themes, including peace and security, sustainable development, climate change, digital cooperation, human rights, gender, youth and future generations, and the transformation of global governance.

The Summit of the Future (22-23 September 2024) was a once-in-a-generation opportunity to enhance cooperation on critical challenges and address gaps in global governance, reaffirm existing commitments including to the Sustainable Development Goals and the United Nations Charter, and move towards a reinvigorated multilateral system that is better positioned to positively impact people's lives.

It is gratifying that in this critical and controversial period the WHO Director General envisions a world in which everyone can live healthy, productive lives, regardless of who they are or where they live. "I believe – he says - the global commitment to sustainable development – enshrined in the Sustainable Development Goals – offers a unique opportunity to address the social, economic and political determinants of health and improve the health and well-being of people everywhere." The DG's ambitions are reflected in the 14th Global Programme of Work adopted by the World Health Assembly in May 2024.

However, achieving the above vision will require a strong, effective WHO that is able to meet emerging challenges and achieve the health objectives of the Sustainable Development Goals.

This Annual Report highlights the successful 13th Global Forum on Health Promotion, and A4HP's ongoing projects, partnerships, governance developments, and advocacy efforts, all of which aim to advance the Alliance mission to empower individuals and communities to take control of their health.

The Alliance for Health Promotion continues to be at the forefront of global health promotion, leveraging partnerships, events, and advocacy to advance health and well-being.

# 13th Global Forum on Health Promotion

The 13th Global Forum on Health Promotion, held on 15 November 2023 at the SDG Solutions Space in Geneva's Campus Biotech Innovation Park, was a landmark event for A4HP. The forum's theme, "Stepping Up a Health Promotion Approach and a Well-being Mindset to Accelerate the SDGs," focused on integrating well-being as a core component of public health policies.

Year 2023 ended with a successful event, the 13th edition of the Global Forum on Health Promotion held on 15 November in the SDG Solutions Space Campus Biotech Innovation Park where the Alliance's new office is located. The theme was: **"Stepping up a Health Promotion approach and a well-being mindset to accelerate progress towards the attainment of the Sustainable Development Goals"**. Dr Rüdiger Krech, WHO Director, Health Promotion Department was the keynote speaker followed by the presentation of Dr Faten Ben Abdelaziz, head of Unit on Enhanced Well-being. Thank you to the partners sponsoring the event: International Pharmaceutical Students' Federation (IPSF) International Medical Students Associations (IFMSA), Groupe Entreprises en Santé, Quebec, Canada and Life University, USA.

The 13GFHP was a pivotal moment, gathering global stakeholders and setting the stage for meeting the upcoming challenges. The theme, inspired by WHO's resolutions on well-being and health promotion (WHA75.19 and WHA76.22) as well as the Geneva Charter for Well-being, emphasized integrating well-being into public health policies. The forum, an annual event of the Alliance, aimed to create a platform for sharing experiences, fostering collaboration, and enhancing civil society's role in achieving health promotion goals aligned with the Sustainable Development Goals (SDGs).

# Key Objectives and Highlights

There are 17 Sustainable Development Goals (SDGs) and 169 targets that form a blueprint for a healthier, more equitable, and sustainable world. While each goal is important and interconnected, some align more closely with our mission and impact areas. This section highlights the SDGs that A4HP prioritizes in its work, showcasing how these goals guide our strategies and actions toward global health promotion and well-being. By focusing on these key SDGs, we aim to maximize our contributions to building resilient communities and advancing health equity worldwide.



## STRENGTHENING WELL-BEING IN PUBLIC HEALTH

Participants explored strategies for embedding well-being within public health frameworks, with an emphasis on how civil society and non-state actors can play transformative roles.

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## ACCELERATING SDG ATTAINMENT THROUGH PARTNERSHIPS

This objective highlighted health promotion as an integral tool for building resilient health systems and advancing the SDG agenda. Discussions underscored how prioritizing health and well-being aligns with and accelerates SDG goals, contributing to sustainable and resilient communities.

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## PROMOTING INCLUSIVITY AND YOUTH ENGAGEMENT

Recognizing the importance of inclusive health policies, the forum showcased the involvement of IPSF and IFMSA, whose contributions underscored the vital role of youth leadership in health advocacy, particularly in underserved communities.

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# Sessions and Key Discussions

The forum was structured around three main sessions, each focusing on different facets of health promotion and well-being.

**Keynote Speaker:** Dr. Ruediger Krech, Director of the Health Promotion Department at WHO, reviewed the progress towards the achievement of SDGs through the implementation of the WHO Global Framework for integrating well-being across all sectors, into public health utilizing health promotion approaches.

## SESSION 1: ACCELERATING SDG PROGRESS THROUGH WELL-BEING SOCIETIES

This session was led by Dr. Faten Ben Abdelaziz from WHO's Well-being Unit. Discussions focused on the barriers to SDG progress and how integrating well-being into policy can drive progress. Participants considered policy tools and advocacy methods that non-state actors can employ to address SDG-related challenges.

## SESSION 2: GLOCALIZATION OF THE SDG AGENDA AND PARTNERSHIP BUILDING

This panel, featuring Roger Bertrand from Groupe Entreprises en Santé (Quebec), Mancharee Sangmueang of IPSF, Morgane Richard of the Education and Solidarity Network, and Dr. Salman Khan of IFMSA, explored local and global partnerships for health. Panelists shared experiences in building collaborative, localized SDG efforts and highlighted the role of civil society organizations (CSOs) in mobilizing local resources and adapting global goals to community needs.

## SESSION 3: GOOD GOVERNANCE IN HEALTH PROMOTION THROUGH PARTICIPATORY PROCESSES

Led by experts including Dr. Yves Boileau, National Director, Ministry of Health and Social Services, Quebec, Pilar Campos Esteban, PAHO and Dr Haifa Madi, UAE, this session focused on governance best practices. Presentations highlighted the importance of participatory approaches, transparency, and accountability in health promotion, offering insights into how CSOs can enhance governance at all levels.

# Measuring Progress

## Performance goals are a good way to monitor and measure the impact.

The 13th Global Forum on Health Promotion (13GFHP) advanced A4HP's mission to promote global health through collaboration, policy integration, and civil society empowerment. This section outlines the key indicators, activities, and outcomes from the forum, providing measurable goals to track our impact and support the Sustainable Development Goals (SDGs). These outcomes strengthen A4HP's foundation for future initiatives in global health promotion.

Key Indicator	Activity / Project	Impact
International Collaboration in Health Promotion	Organizing the 13th Global Forum on Health Promotion (13GFHP) to foster global collaboration among youth organizations and CSOs	<ul style="list-style-type: none"><li>Enhanced youth engagement through IFMSA and IPSF partnerships, creating a network of future health advocates.</li></ul>
Integration of Well-being in Health Policy	Developing strategies and recommendations at 13GFHP to incorporate well-being into global and local health policies	<ul style="list-style-type: none"><li>Produced actionable recommendations for integrating well-being frameworks in public health, aligning with WHO resolutions on well-being.</li></ul>
Strengthening Civil Society's Role in Policy Making	Sessions at 13GFHP focused on empowering CSOs to take a more active role in policy implementation	<ul style="list-style-type: none"><li>IPSF's comprehensive report highlighted strategies for civil society engagement in policy processes, setting a foundation for future A4HP initiatives.</li></ul>

# Strategic Partnerships and Collaborations

## The World Health Organization (WHO)

The Alliance was admitted into Official Relations (OR) with WHO in 2015 following a three-year negotiating process. The Official Relations status with WHO means that the Alliance along with several hundreds of other Non-State Actors (NSA) are authorized to participate in the governing body meetings of WHO, mainly the Executive Board sessions in January and the World Health Assembly in May. This official status allows us also to submit individual or constituency statements to the EB and the WHA.

At the 154th Session of the WHO Executive Board the Alliance joined a constituency statement of the IPSF on Agenda item 6. Universal Health Coverage which emphasized among other things the fostering of health literacy to empower individuals to make informed decisions about their well-being.

Furthermore a one-minute oral statement focused on health equity and advocacy for a global treaty. It was read out in Committee A and thus, included in the official recordings of the World Health Assembly (WHA).



# Strategic Partnerships and Collaborations

## The World Health Organization

WHO's relationship with NGOs is governed by the Framework of Engagement with NSA. A three-year Work Collaboration plan is developed together with WHO's competent technical department which is evaluated and renewed every three year. The review was due in 2024 and the evaluation report as well as the next 3-year work collaboration plan with agreed objectives and outlining activities for the coming three-year period will be submitted for decision to the Executive Board meeting in January 2025.

Within the next three-year collaboration plan focus will be laid on three strategic areas in compliance with WHO's 14th Global Programme of Work (14GPW). These are: 1. Advocacy and Awareness raising, 2. Health Literacy and 3. Community engagement.

In order to improve the involvement and contributions of non-State-actors in official relations, the Executive Board at its 150th session decided that informal preWHA meetings for Member States, NSA in OR and the Secretariat will be organised annually during the four to six weeks before the World Health Assembly. The designated representative of the Alliance participated this year also at the informal pre-WHA77 meeting in April-May.

# WHO Webinar Series: Empowering Communities for Health and Well-being

A new initiative was launched during the summer of 2024, namely a series of webinars jointly organised by the WHO, the International Union of Health Promotion and Education, IUHPE and the Alliance for Health Promotion, A4HP.

The first webinar showcased experiences from different regions fostering community participation and the inclusion of vulnerable people in the process of strengthening primary health care in resource-limited countries. Prof. Elizabeth Cherian, President of the Alliance was invited as one of the panelists and presented the local projects from Bangalore, India.



The second webinar facilitated cross-learning and dialogue on community engagement strategies to address commercial determinants of health and Alliance member Dr. Carlos Zarco, Medical Director of Moncloa University Hospital, Madrid, President of the International Health Co-operative Organisation, IHCO and of Espriu Foundation shared his experiences during the panel discussion.

The following three webinars explored the angles of Climate change adaptation, Social Protection, Welfare and Solidarity and Digital Literacy and Transformation.

**The webinar series provided an excellent interactive platform for experts to exchange experiences during moderated discussions about different aspects of Community engagement.**

The webinar recordings are available on the Global Health Promotion Hub: [globalhealthpromotionhub.org](https://globalhealthpromotionhub.org).

# The United Nations

## Quadrennial Report on collaboration between UN and the Alliance

The Alliance was granted special consultative status with the Economic and Social Council (ECOSOC) of the United Nations in 2025. A four-year activity report had to be submitted this year in order to renew our status. At its substantive session, held in June 2024, ECOSOC decided to take note of the Alliance quadrennial report which meant the extension of our consultative status. This year the Alliance appointed representatives not only to the Geneva Office of the UN (UNOG) but also to the UN Headquarters in New York. Our permanent representatives are the President Dr Robert Scott and Vice President Dr John Downes of Life University based in Atlanta, Georgia, US and Alliance Vice President Dr Hussein Elsangak, Faculty member of Life University.

## Participation at the UN Summit of the Future

For the first time in the history of the Alliance our representative participated at the UN Summit of the Future held in New York linked to the UN General Assembly. The Summit of the Future concluded by adopting a Pact for the Future that included a Global Digital Compact and a Declaration on Future Generations.

In the preparatory phase for the Summit the Alliance was part of a huge Civil Society advocacy campaign which started at the UN Civil Society Conference held in Nairobi, Kenya on 9-10 May and led by the Health IMPACT Coalition. The purpose of this Coalition was to catalyze Civil Society input about health for inclusion in the outcome documents. To our regret Health was poorly referred to in the key documents.

The United Nations Civil Society Conference is the premier event on the civil society calendar at the United Nations. The Conference offers civil society organizations an opportunity to put a global perspective on a specific issue and brings together senior UN System officials, prominent international civil society organizations, youth changemakers, academia, public opinion makers, and international media to discuss issues of global concern. This international forum, which hosted more than 2000 participants, provided preliminary discussions and data ahead of the Summit of the Future in September 2024 at the UN Headquarters in New York.

# Other Global Engagements

## UNESCO Chair Global Health & Education

While exploring partnership opportunities with the UNESCO Chair Global Health & Education an invitation has been received for Dr Elizabeth Cherian, President of the Alliance from Bangalore, India to speak at the Global Community Health Annual workshop in June which provided a space where community health and health promotion practitioners and policy makers can improve their skills and where researchers can gain in capacities to conduct community-based participatory research.

The main theme of the workshop was ‘How can community health contribute to fighting poverty?’. The workshop explored the root causes of poverty, and how poverty impacts community health. The value of community-based interventions – as a research method and also as a key health promotion strategy – should be recognised in this work. The workshop was solution oriented. The focus of capacity-building for the participants was on ‘advocacy and activism’.

The UNESCO Chair operates as an open community. Organisations and people from different backgrounds, countries, cultures who have a common interest in health & education are actively involved in different activities at a global level.

## World Trade Organisation

The Alliance was represented at the World Trade Organisation’s (WTO) Public Forum held in Geneva on 10-13 September. The 2024 Public Forum theme was “Re-globalization: Better Trade for a Better World”. It focussed on how trade can be made more inclusive and how to ensure that the benefits of trade reach more people.

The Alliance representatives advocated for sustainable policies and equitable digital health systems and raised concerns about the regulatory and ethical implications of digital health, reinforcing the need for policies that prioritize health equity.

## Human Rights Council

Furthermore, we followed the proceedings of the 57th session of the Human Rights Council in Geneva, 09 September to 11 October 2024.

## Youth Engagement at the Center

The International Federation of Medical Students Associations, IFMSA and the International Pharmaceutical Students Federation, IPSF have had their representatives on the Board of the Alliance in the past 10 years. This year collaboration has significantly expanded through various activities, i.e. their active involvement in the Global Forum on Health Promotion, consultation meetings during the WHO Executive Board meeting and the World Health Assembly (WHA), including one or two representatives of the students organisations in the Alliance delegation to the WHA, internship opportunities offered by the Alliance, participation in joint constituency statements submitted to the WHA on several agenda items of common interest and, accommodating the one-week pre-WHA Workshop of IFMSA in the Alliance Office premises.



# Governance and Regional Presence

## Annual General Meeting (AGM)

The Annual General Meeting (AGM) which took place in the premises of Campus Biotech Innovation Park on 14 November 2023 adopted among other things the Annual Report. The main concern expressed at the AGM was how to ensure a sustainable future for the Alliance. The financial year closed with a loss of CHF 716. 75% of the members paid their annual fee. As regards the Workplan, it was decided to focus on one big event, the Global Forum on Health Promotion and on running a bold membership campaign.

## Board Meetings

The A4HP Board held ten meetings throughout the year, addressing governance, financial stability, member engagement and regionalisation. The Board meeting held end of May coopted to the Board Dr Veronica Shiroya, a Kenyan national long-time involved with the Alliance and initiator of establishing the Health Promotion Alliance Kenya (HPAK). She is currently Postdoctoral Research Associate at the University Hospital & Faculty of Medicine, Heidelberg University, Germany

# Governance and Regional Presence

## Regionalisation

A historic agreement has been concluded with our member, **Life University**. They offered to establish a regional representation of the Alliance for the USA on their campus in Marietta, Georgia. A Memorandum of Understanding (MoU) was signed by the two presidents, Dr. Elizabeth Cherian and Dr. Robert Scott on 28 May. Life University is committed to supporting the Geneva office and contribute with an annual amount of CHF 5.000 to foster collaboration. Strategic areas of collaboration have been developed and will be prioritized during the coming months.

Life University will serve as the Alliance Regional Office (RO) for the USA,

- facilitating closer collaboration with local health authorities, NGOs, and educational institutions and,
- addressing not only global issues but also region-specific health challenges. The RO will have as further objectives to increase the visibility of the Alliance in the region and advocate for the benefits of health promotion.

Primary focus will be on the Sustainable Development Goals and more specifically on 3 Good Health and Well-being, 4 Quality Education and 17 Partnerships, aligning with the Alliance mission to promote health and well-being globally.



A potential closer partnership with the Public Health Association of Quebec (ASPQ) and eventually office space in Montreal has been proposed and remains on the agenda. However, all depend on the strategic decision of the Board of ASPQ about the level of their international engagement.

# Communications and Outreach

## Website and Social Media

This year, A4HP's website faced technical challenges, but efforts are underway to restore and improve functionality. The domain name has been transferred from Canada back to Geneva to the ownership of the Alliance and webhosting re-established with Infomaniak, Geneva.

Communications interns Ilka Gültekin and Shilvia Thavayogarajah revitalized A4HP's social media platforms, which resumed regular updates since June 2024. Their work has been crucial in increasing the Alliance visibility and engagement with global audiences.

## Newsletter and Member Communication

A4HP relaunched its newsletter in September 2024, featuring updates on the 14th Global Forum on Health Promotion (14GFHP), the Annual General Meeting (AGM), and key initiatives during the year 2024. More focus will be laid on enhancing communication with members in addition to updating the database of the Alliance network containing some 1500+ contacts.

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# Human Resources and Internships

A4HP hosted several interns during the year from the Graduate Institute for International Development in Geneva and three remote interns through IPSF, who contributed to research, communications, event planning and report writing. The internship programme has proven invaluable, adding capacity and fresh perspectives to A4HP's projects.

# Financial Overview

A4HP maintained a balanced financial position this year, though a shortfall of CHF 716 was noted. Efforts are ongoing to secure additional funding through diversified revenue streams, particularly through partnerships and project development. Focus will be laid on ensuring sustainability.

Alliance for Health Promotion				
Financial Report Year 2023/24 (1.10.2023 - 30.9.2024)			as per September 30, 2024	
Profit and Loss account	2022/23 Final Result	2023/24 Budget	2023/24 Final Result	2024/25 Budget
<b>Income</b>				
Membership Fees	5'913.75	7'100.00	6'406.38	6'100.00
Donations	0.00	0.00	0.00	
Sponsoring events, projects	0.00	0.00	50.00	
Contribution for representation	0.00	0.00	0.00	
Office contrib. (Life Univ./Truly Bal.)	4'940.35	5'700.00	4'368.29	5'000.00
Bank interest	0.00	0.00	0.00	
<b>Total income</b>	<b>10'854.10</b>	<b>12'800.00</b>	<b>10'824.67</b>	<b>11'100.00</b>
<b>Expenditure</b>				
Office costs	6'325.72	6'700.00	6'937.02	7'000.00
Communication costs incl. Website	1'234.90	2'800.00	1'440.50	1'000.00
Expenses	3'000.00	3'200.00	3'002.15	3'000.00
Projects / Events	1'443.00	0.00	32.83	0.00
Bank expenses	125.00	100.00	128.80	100.00
<b>Total Expenditure</b>	<b>12'128.62</b>	<b>12'800.00</b>	<b>11'541.30</b>	<b>11'100.00</b>
<b>Profit (+) / Loss (-)</b>	<b>-1'274.52</b>	<b>0.00</b>	<b>-716.63</b>	<b>0.00</b>
<b>Balance sheet</b>				
	30/09/2023		30/09/2024	
Bank account	3'172.92		4'069.65	
UBS Deposit Rent office	0.00		0.00	
Furniture / Computers	252.00		252.00	
Transitory assets	1'346.00		0.00	
<b>Total Assets</b>	<b>4'770.92</b>		<b>4'321.65</b>	
Trans liab., Exp. not yet paid	834.00		1'101.36	
Long term loan Joanna	0.00		0.00	
<b>Capital/Reserves</b>	<b>3'936.92</b>		<b>3'220.29</b>	
<b>Total Liabilities</b>	<b>4'770.92</b>		<b>4'321.65</b>	
Capital/Reserves	01.10.22	5'211.44	01.10.23	3'936.92
	30.09.23	3'936.92	30.09.24	3'220.29
<b>Profit (+) / Loss (-)</b>	<b>-1'274.52</b>		<b>-716.63</b>	
Geneva, October 20, 2024 GS				

# Conclusion

Year 2023-2024 was marked by key achievements, including the successful 13th Global Forum on Health Promotion and enhanced visibility through our global engagement with the World Health Organization and the United Nations. Through strong partnerships, active youth engagement, and a strategic focus on digital health, A4HP continues to pioneer the global Civil Society movement for health promotion and remain among the global actors for health in international Geneva.



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