

14th Global Forum on Health Promotion
organised by the Alliance for Health Promotion
in collaboration with WHO, IFMSA and IPSF

Geneva, 21 November 2024
13:00-17:00

Concept Note

Introduction

In alignment with our longstanding tradition, we are excited to announce the 14th Annual Global Forum on Health Promotion (GFHP), scheduled for Thursday, 21 November 2024. Organized annually by the Alliance for Health Promotion in collaboration with the World Health Organization (WHO), the GFHP brings together a diverse array of stakeholders, including representatives from NGOs, civil society, government, academia, and the private sector. This year, we are joined by our partners, the International Federation of Medical Students (IFMSA) and the International Pharmaceutical Students Federation (IPSF).

The GFHP serves as a premier platform for showcasing innovations, practices, and experiences in health promotion and well-being across various sectors and regions. It is a vital forum for dialogue and debate, aiming to clarify key issues, set actionable agendas, and foster collaborative solutions.

Context

This year's Forum follows the UN General Assembly and the Summit of the Future, where the Sustainable Development Goals (SDGs) and their future trajectory will be reviewed. The health-related outcomes of the Pact for Future, as outlined by the UN Summit, will be pivotal. Emphasizing the role of youth and intergenerational solidarity in advancing SDGs, the Forum will align with the WHO's recent policy document, "Achieving Well-being: The Global Framework for Integrating Well-being into Public Health," which outlines six strategic areas for action.

Objectives

The 14th GFHP aims to:

- Gain insights into the role of digital systems alongside other determinants (social, economic, ecological, political) affecting health and well-being.
- Explore how digital systems impact equity and well-being.
- Identify key elements in designing and implementing health-promoting digital systems.

- Share successful experiences in policies, products, legislation, and practices.
- Develop a comprehensive agenda to leverage digital systems for equitable health and well-being.
- Examine the power of collaboration and alignment among civil society organizations (CSOs) in advancing community engagement and social participation through digital transformation (e.g., Global Health Promotion Hub).
- Ensure that digital systems contribute positively to the overall well-being of individuals and communities.
- Highlight the achievements and experiences of NGOs in advancing SDGs, particularly Goals 3, 4, and 17.

Title of the Global Forum:

Digitalisation as a Growing Determinant of Health and Well-being: Getting It Right

Keynote Address

The keynote speaker Prof Ilona Kickbusch will reflect on the title of the Global Forum, and focus in particular on WHO Global Framework “Achieving Well-being” Action Area 5: Promoting equitable digital systems that serve as public utilities, contribute to social cohesion, and remain free from commercial interests.”

Expected Participation

Approximately 30 in-person attendees (subject to room availability) and several hundreds of virtual participants if mobilised through the Global Health Promotion Hub

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