

14th Global Forum on Health Promotion (14GFHP)
in collaboration with World Health Organization (WHO)
IFMSA and IPSF

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

21 November 2024, 13:00-17:00
Salle M.205, WHO, Geneva, 20 avenue Appia
and online through the WHO Global Health Promotion Hub
[https://who.zoom.us/s/95489218008](https://who.zoom.us/j/95489218008)

Welcome and Opening Remarks	
13:00-13:15	<p>Opening: Ms Gabriella Sozanski, General Secretary, A4HP Prof Elizabeth Cherian, President of the Alliance for Health Promotion</p> <p>Welcome remarks: Dr Rüdiger Krech, Director, WHO Health Promotion Department, Healthier Populations (HEP)</p>
Keynote Address	
13:15-13:45	<p>Prof Ilona Kickbusch, Founding Director, Global Health Center, Graduate Institute of International and Development Studies, Geneva, Director of DTH-Lab Digital Transformation for Health Lab</p> <p>Digitalization as a Growing Determinant of Health and Well-being: Getting It Right</p> <p><i>Focus: Promoting equitable digital systems that serve as public utilities, contribute to social cohesion, and remain free from commercial interest</i></p> <p>Q&A</p>
Session 1: Panel discussion on the keynote address	
13:45-14:30	<p>Panelists:</p> <ul style="list-style-type: none"> - Dr Rüdiger Krech, Director, WHO Health Promotion Department, HEP - Prof Elizabeth Cherian, Alliance President and Lakeside Center for Health Promotion, India - Dr/Ms Beth Elinor Stinchcombe, Liaison Officer to the World Health Organization, IFMSA - Prof. Louise Signal, Professor and Co-Director, Health Promotion & Policy Research Unit at Otago University, New Zealand - Dr Abdullah Ali Nasser Al Maniri, Public Health Consultant and Planning Advisor at the Omani Ministry of Health <p>Moderator: Dr Mihály Kökény, Former Minister of Health, Professor at Debrecen University</p>
14:30-14:45	<p>Launch of the Global Health Promotion Hub by WHO</p>

14:45-15:00	Coffee break – Healthy break
Session 2: Digital Health Literacy	
15:00-15:45	<p>Speakers Ms Lucia Perez Gomez, VPE, International Federation of Medical Students Associations Prof Robert Scott, PhD, DC, President, Life University, GA, USA Mr. Gava Tsaqif A. Rayshum, IPSF Chairperson of External Relations</p> <p>Moderator: Dr Judit Csiszar, MD. MBA. MSc Ed, Associate Professor of Health Management at the University of Manchester</p> <p>Focus: <i>Key elements in creating effective and equitable digital health solutions</i></p> <p>Q&A</p>
Session 3: Successful Case Studies on Digital Transformation and Community Engagement	
15:45-16:30	<p>Speakers Ms Michelle Kirkbride, Community Development Coordinator and Mr Dano Tsouras, Norwest Co-operative Community Centre, Canada – HANS KAI Mr Armel Tasseguing, Health Promotion Alliance Cameroon, HPAC Ms Laetitia van Haren, SAHFA- Smart Access to Health For All</p> <p>Moderator: Dr Veronica Shiroya, Postdoctoral Research Associate, University Hospital & Faculty of Medicine, Heidelberg University</p> <p>Focus: <i>Leveraging digital transformation for enhanced community involvement and social participation</i></p> <p>Q&A</p>
Session 4: The Future starts now - Key implications of the UN Summit of the Future for Health Promotion and Well-being	
16:30-17:00	<p>Speaker: Prof. Robert Scott, PhD, DC, President of Life University Remarks: Alexandra Finch, FCGH Alliance Interactive session moderated by Dr Beth Elinor Stinchcombe, IFMSA</p>
17:00	<p>Closing remarks Prof Elizabeth Cherian, President, Alliance for Health Promotion Dr Rüdiger Krech, Director, WHO Health Promotion Department, HEP</p>

19.11.24