

## Looking Back - Looking Forward Thirty years of health promotion

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## Exponential use of the term 'health promotion' in the last 20 years

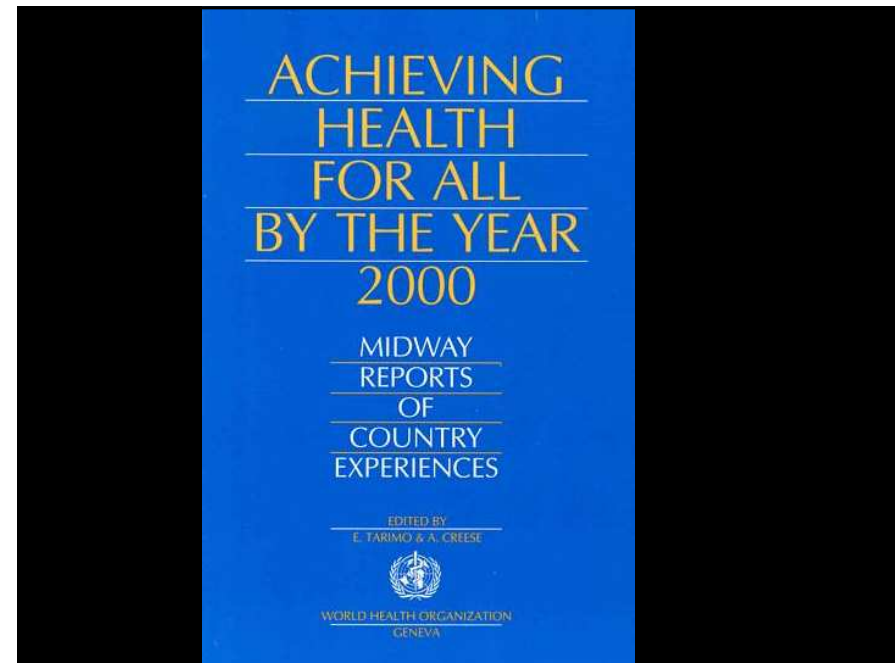
- Strategies and Plans
- Programmes and Projects
- Foundations and Agencies
- Practitioners and Associations
- Research Bodies and Institutes
- Chairs and Degrees
- Journals and Books

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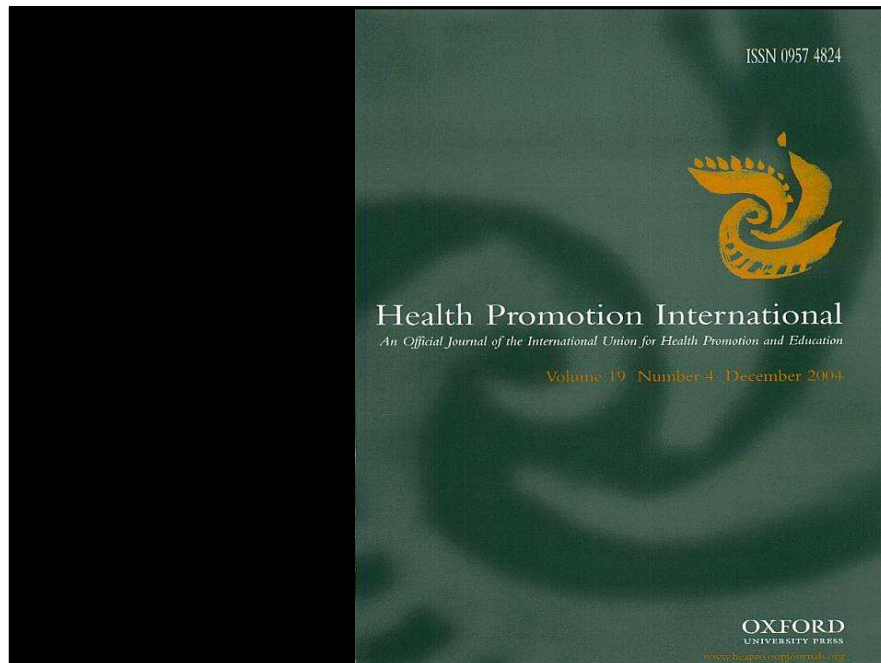


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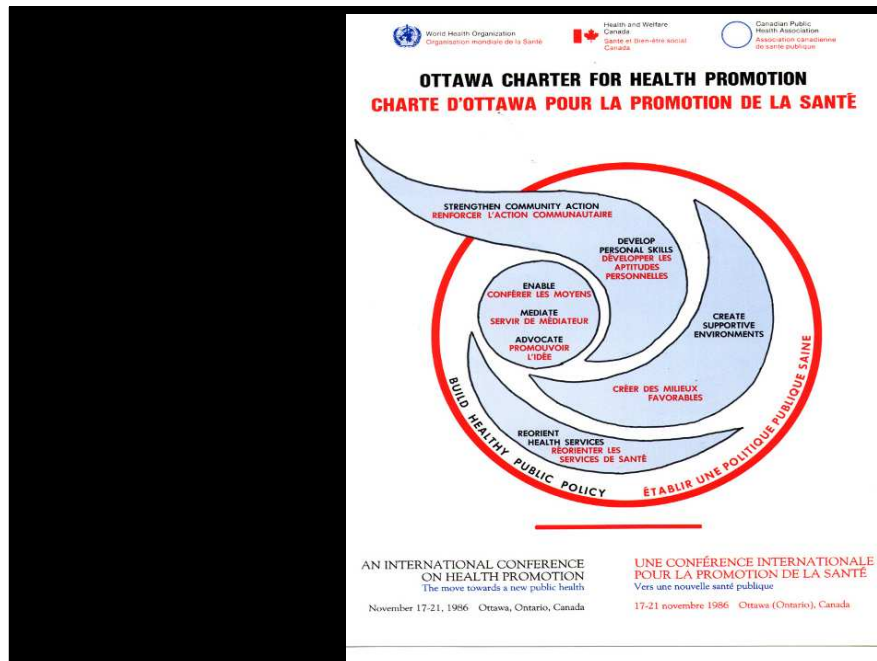
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- 2005 Bangkok Conference

## The Bangkok Charter for Health Promotion in a Globalized World

### Four key commitments

Make the promotion of health:

- central to the global development agenda
- a core responsibility for all of government
- a key focus of communities and civil society
- a requirement for good corporate practice



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- 2005 Bangkok Conference
- 2009 Nairobi Conference

### **The Nairobi Call to Action: Global Commitment**

**We, the participants of the 7th Global Conference on Health Promotion, recognising the changing context and acute challenges, call on all governments and stakeholders to respond urgently to this Call to Action and the strategies and actions that follow:**

### **The Nairobi Call to Action: Global Commitment**

- **To use the untapped potential of health promotion**
- **To make health promotion principles integral to the policy and development agenda**
- **To develop effective and sustainable delivery mechanisms**

**The Nairobi Call to Action:  
Strategies and Actions**

**Building capacity for health promotion**

- *Strengthen leadership*
- *Secure adequate financing*
- *Grow practitioner skill-base*
- *Enhance system-wide approaches*
- *Improve performance management*

**The Nairobi Call to Action:  
Strategies and Actions**

**Strengthening health systems**

- *Strengthen leadership*
- *Enhance policy*
- *Assure universal access*
- *Build and apply the evidence base*

**The Nairobi Call to Action:  
Strategies and Actions**

**Partnerships and intersectoral action**

- ***Strengthen leadership***
- ***Enhance policy***
- ***Enhance implementation***
- ***Build and apply the evidence base***

**The Nairobi Call to Action:  
Strategies and Actions**

**Community empowerment**

- ***Enable community ownership***
- ***Develop sustainable resources***
- ***Build and apply the evidence base***

### The Nairobi Call to Action: Strategies and Actions

#### Health literacy and health behaviours

- *Support empowerment*
- *Embrace information and communication technologies (ICT)*
- *Build and apply the evidence base*

### The Nairobi Call to Action for Closing the Implementation Gap in Health Promotion

#### Urgent responsibilities

- **Strengthen leadership and workforces**
- **Mainstream health promotion**
- **Empower communities and individuals**
- **Enhance participatory processes**
- **Build and apply knowledge**



## Our Collective Challenge

To Create Political Will:

- Moving from the Science to the Art of Health Promotion
- Developing Political Analysis and Strategy for Promoting Health

### How able is the intervention?



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## Different notions of evidence

### Policy-makers

- Anything reasonable
- Colloquial, anecdotal
- Policy relevant
- Solutions focused
- Context useful
- Timely
- Clear message

### Researchers

- Scientific
- Proven empirically
- Theoretically relevant
- Problem focused
- Context free
- As long as it takes
- Caveats, qualifications

## How able is the intervention?

Efficacy and Safety



Potential Health Impact



Policy and Political Fit



Cost and Sustainability



Capacity for Action



Responsibility, Monitoring

*Reli able ?*

*Valu able ?*

*Accept able ?*

*Afford able ?*

*Feas able ?*

*Account able ?*

## Managing the Policy Process

*means undertaking*

### Political Analysis and Strategy

Catford J (2006) Health Promotion International 21: 1-4

## Key components of political analysis and strategy

- Issue
- Source
- Benefits
- Timing
- Methods

## Creating Political Will – the five P's

- **Position:** What are you seeking?  
When do you want action to happen?
- **Perception:** How does this fit within the current context? What are the benefits?
- **Players:** Who are you? What credibility do you have? How united are you?
- **Power:** What resources and influence do you have to influence the agenda?
- **Persistence:** How determined are you?  
Will you stay the course?

