Health
IN ALL POLICIES
healthpromotion2013.org
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The 8th Global Conference on Health Promotion
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It is time to take a seat at the head of the table

Message from Dr Margaret Chan
Director-General, World Health Organization

The World Health Organization is proud to co-host this 8th Global Conference on Health Promotion together with the Ministry of Social Affairs and Health of Finland.

The job of protecting and promoting health has become more complex in a world of radically increased interdependence. Health everywhere is being shaped by the same powerful forces: demographic ageing, rapid urbanization, and the globalization of unhealthy lifestyles. Policymakers everywhere face the same challenges: rising public expectations for health care, soaring costs, and the greatest gaps in income levels, opportunities, and health outcomes seen in recent decades.

At the global level, chronic noncommunicable diseases have overtaken infectious diseases as the leading cause of death. Many countries face a triple burden of noncommunicable diseases, infectious diseases, and the violence, traffic crashes, accidents, injuries, and mental disorders that often go hand-in-hand with rapid urbanization. The health sector, acting alone, cannot manage threats to health that have their root causes in multiple other sectors.

Action – making the arguments, crafting the policies, getting the results – is the focus of this conference. It departs from a solid foundation built by the Commission on Social Determinants of Health, the Rio Declaration on Sustainable Development, the UN Political Declaration on noncommunicable diseases, and the rich experience of the Finnish government in promoting health in all policies.

I wish participants every success as you explore practical ways to ensure that all sectors of government consider the consequences for health when formulating their policies. Health has been on the receiving end of policies made in other sectors for a long time. It is time to take a seat at the head of the table.
“The health sector, acting alone, cannot manage threats to health that have their root causes in multiple other sectors.”
“Equity in health can also be seen as sign of a just society.”
Welcome to Helsinki

Message from Ms Susanna Huovinen
Minister of Health and Social Services,
Ministry of Social Affairs and Health of Finland

Health and health equity are important values, not only for an individual, but also for a society. Health constitutes a core element in people’s wellbeing and happiness. Equity in health is also a sign of a just society.

Good health enables a long, fulfilling and productive life in which one can enjoy life, study, work and care for others. Health is also an important enabler for the society to achieve many of the societal goals. That is why health is important for all of us, as individuals and as societies.

The conference programme is being carefully prepared by the WHO, and we are very proud to host this meeting. The theme of this Conference is Health in All Policies, which refers to systematic efforts to improve health and health equity through public policies across sectors. Public policies dealing with water and sanitation, education, social services, built and natural environments, agricultural and industrial production, trade, regulation, revenue collection and allocation of public resources, to name a few, have important ramifications for population health and health equity. It is self-evident that as health is an important enabler of many other societal values, it is worth pursuing the synergies between various societal goals, as well as to carefully work out situations where there at first sight seems to be conflicting interests and goals.

I am thrilled about the possibilities for the mutual learning that we will have during the Conference. I expect that at the end of the Conference we will all have new ideas and concrete guidance on how to improve health and health equity through the health in all policies approach.

Dear participants of the 8th Global Conference on Health Promotion, on behalf of the Finnish Ministry of Social Affairs and Health, I would like to warmly welcome you all to Helsinki.
This Conference is the latest in the WHO global conference series which began in Ottawa in 1986 when the Ottawa Charter on Health Promotion was produced.

The Ottawa Charter is recognized as the foundation of the concepts and principles of modern health promotion. It is well supported by the key outcomes of the subsequent conferences: the Adelaide Recommendations on Healthy Public Policy (1988); the Sundsvall Statement on Supportive Environments for Health (1991); the Jakarta Declaration on Leading Health Promotion into the 21st Century: New Players for a New Era (1997); the Mexico Ministerial Statement for the Promotion of Health: From Ideas to Action (2000); the Bangkok Charter for Health Promotion in a Globalized World: Addressing the Social Determinants of Health (2005); and, the Nairobi Call to Action: Closing the Implementation Gap (2009).

The Helsinki Conference will scale up action on closing the implementation gap, especially with regard to intersectoral action at various levels of governance. The Conference will provide an opportunity to review and discuss the practical aspects of current and future activities and efforts, and will focus on what should be done, as well as how it can be done, with an emphasis on country action. Six plenary sessions will be held, in addition to the opening and closing sessions. Each plenary session has a theme and each theme will be further discussed and elaborated in a series of parallel sessions.

The themes of the plenary sessions are:

a) Global policymaking for Health in All Policies (HiAP);
b) Implementation of HiAP – The political will and processes;
c) Health promotion and closing the health equity gap;
d) Economics and health and well-being;
e) Social change for health; and
f) Building capacity for implementing HiAP.

Europe Day will be held on Day 4 and will also consist of 2 plenary and 12 parallel sessions. In addition, there will be 20 site visits.
This Conference is a timely addition to our knowledge and experience in this area. It pulls together the experience of experts from various fields worldwide, and aims to enhance our understanding on how the HiAP approach can best be implemented in different settings and countries. It also aims to support governments in developing and strengthening policies and practices across sectors to systematically take into account the health implications of decisions, seek synergy and avoid harmful health impacts. The Helsinki Conference also seeks to contribute to the ongoing discussion and shaping of the post-2015 development agenda.
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<td>GET-TOGETHER RECEPTION AT FINLANDIA HALL 18:00–20:00</td>
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| Plenary 5  
09:00–10:30 | Europe Day: Setting the scene and plenary  
08:30–10:00 | Plenary session on HiAP Framework for Country Action – The Way Forward  
09:00–10:00 |
| Site visits  
10:00–13:00 | | Plenary on Conference Statement  
10:00–10:30 |
| BREAK | | BREAK |
| Plenary 6  
11:00–12:30 | | Closing panel of WHO regions  
11:00–12:00 |
| LUNCH | LUNCH** | CLOSING CEREMONY  
12:00–12:30 |
| Plenary*  
14:00–14:45 | Parallel sessions  
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| BREAK | BREAK | |
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15:00–16:30 | Parallel sessions  
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| BREAK | BREAK | |
| Parallel sessions  
17:00–18:30 | Plenary for wrap-up  
17:45–18:30 | |

* Plenary on the Conference Statement
** Lunch at Finlandia Hall at 13:00-14:00 for those whose site visit does NOT include lunch
09:00 – 09:45 Opening ceremony and welcoming remarks (Finlandia hall)
- Sauli Niinistö, President, Finland
- Margaret Chan, Director-General, World Health Organization
  Cantores Minores, the Choir of Boys and Young Men of Helsinki Cathedral

09:45 – 11:15 Opening plenary: From Ottawa to Helsinki: Challenges, successes and lessons learned (Finlandia hall)
- A video presentation
- Panel discussion with politicians and policymakers from different sectors
  Alireza Marandi, Member of the Parliament, Islamic Republic of Iran
  Liu Qian, Vice Minister of Health, China
  Jaana Husu-Kallio, Permanent Secretary, Ministry of Agriculture and Forestry, Finland
  Jesca Eriyo, Deputy Secretary-General, East African Community

11:15 – 11:45 Break

11:45 – 12:45 First plenary: Global policy-making for HiAP (Finlandia hall)
- Sustainable development and social protection
  Tarja Halonen, Former President, Finland
- International legal instruments and policy-making with other sectors
  Haik Nikogosian, Head of the Convention Secretariat, WHO Framework Convention on Tobacco Control

12:45 – 14:15 Lunch
14:15 – 15:45  Second plenary: Implementation of HiAP: Political will and processes (Finlandia hall)

- Poverty reduction – political will and action: Experiences from Brazil
  Romulo Paes de Sousa, former Vice Minister of Social Development, Brazil
- Political will and other determinants as drivers for success in implementing public health policies: Experiences from Healthy Changchun
  Zheng Wenzhi, Vice Secretary, Changchun Municipal Party Committee, China
- The role of the ministry of health in collaborating and engaging with other ministries as well as public agencies for health,
  Abdellatif Mekki, Minister of Health, Tunisia

15:45 – 16:15  Break

16:15 – 17:45  Parallel sessions – please turn the page for more information »

A  Structure and governance of HiAP

B  Impact assessment as a tool to implementing HiAP

C  Legislation and HiAP

D  Agriculture policies, food and public health nutrition

E  How to place health on the Post-2015 Development Agenda

F  Foreign policy, trade and population health
Parallel sessions  
Monday 16:15 – 17:45

A  Structure and governance of HiAP
- Implementing HiAP: Experiences from Finland  
  Eeva Ollila, Ministry of Social Affairs and Health, Finland
- Role of the High Council of Health and Food Security in developing HiAP in the Islamic Republic of Iran  
  Fatemeh Rakhshani, Ministry of Health and Medical Education, Islamic Republic of Iran
- Environmental health processes and structures: Working with the sectors of the economy  
  Carlos Dora, World Health Organization

B  Impact assessments as a tool to implement HiAP
- Use of impact assessments in achieving HiAP  
  Rajiv Bhatia, San Francisco, United States
- Institutionalized health impact assessments: How to make most use of them?  
  Decharut Sukkumnoed, Kasesart University, Thailand

C  Legislation and HiAP
- Legal frameworks and non-communicable disease prevention  
  Amandine Garde, University of Liverpool, United Kingdom
- Legislative review: Oman’s national experience  
  Sabah Al Bahlani, Ministry of Health, Oman

D  Agriculture policies, food and public health nutrition
- How agricultural policies can be made nutrition sensitive  
  Bibi Boitshepo Giyose, African Union/ NEPAD
- Changing the food system to improve nutrition and health  
  Francesco Branca, World Health Organization
- A case study from the Pacific Island countries focusing on Samoa  
  Palanitina Tupuimatagi, Ministry of Health, Samoa

E  How to place health on the Post-2015 Development Agenda
- A regional perspective on sustainable development and the Post-2015 Development Agenda  
  Patricia Espinosa, Mexico
- The Post-2015 Development Agenda: Experiences from the national consultation on health  
  Alberto Kleiman, Ministry of Health, Brazil

F  Foreign policy, trade and population health
- Trade and health  
  Meri Koivusalo, National Institute for Health and Welfare, Finland
- Integrating health in foreign policy: Challenges in achieving coherence  
  Ronald Labonte, University of Ottawa, Canada
08:30 – 09:00  Conference statement  (Finlandia hall)

09:00 – 10:30  Third plenary: Health promotion and closing the health equity gap (Finlandia hall)

- Tackling inequity in health through all policies
  Cecilia Vaca Jones, Minister of Social Development, Ecuador

- Health and the development agenda
  Triono Soendoro, senior adviser to Ministry of Health, member of Post MDG-2015 National Committee, Indonesia

- Health equity in all policies: Action by the health sector
  Gregory Taylor, Deputy Chief Public Health Officer, Public Health Agency of Canada

10:30 – 11:00  Break

11:00 – 12:30  Parallel sessions – please turn the page for more information »

- Health promotion and urban planning

- Evaluation of HiAP

- Local Government as a key player in implementation

- The role of the health sector in implementing HiAP

- How to engage with the private sector?

- Response to health inequity: The role of social protection and self-help measures in reducing poverty and achieving equality
12:30 – 14:00  Lunch

14:00 – 15:30  Fourth plenary: Economics, health and well-being (Finlandia hall)

- Economic development, health and equity
  Enis Baris, Sector Manager, World Bank

- Health promotion: An efficient government investment
  Mark Pearson, Head of the Health Division, Organisation of Economic Co-operation and Development

- How can the private sector contribute to the Post-2015 Development Agenda?
  Eva Jane-Llopis, Director, World Economic Forum

15:30 – 16:00  Break

16:00 – 17:30  Parallel sessions – please turn the page for more information »

A  How to tackle health inequity within vulnerable populations?

B  Action on the social determinants of health – from measuring to implementation

C  Using a rights-based approach towards improving health

D  Use of fiscal measures in promoting population health

E  Health and economic benefits through early childhood and education interventions
Health promotion and urban planning

• Process of urbanisation and health dynamics
  Gérard Salem, Université Paris Ouest Nanterre La Défense/IRD, France

• Healthy urban planning in Seoul
  Sohyun Park, Seoul National University, Republic of Korea

Evaluation of HiAP

• Evaluation of HiAP: Challenges and application
  Fran Baum, Flinders University, Australia

• Measurement in the evaluation of HiAP: Extending the assessment of whether HiAP projects are effective
  Adrian Bauman, University of Sydney, Australia

Local government as a key player in implementation

• Local government as an arena for HiAP
  Asa Cristina Laurell, CAESS, Mexico

• Intersectoral/HiAP approaches to reducing health risks in New York City and California
  Lynn Silver, California, USA

The role of the health sector in implementing HiAP

• How can the lessons learned from health equity integration inform and support consideration of health in the policies of other sectors?
  Mana Herel, Public Health Agency of Canada

• Planning for non-communicable diseases (NCDs) using a social determinants approach: An overview of national plan
  Douglas Webb, United Nations Development Programme

• The response to SARS/Avian Flu as an example of multisectoral action: Lessons learned
  Regina Ching Cheuk-Tuen, Department of Health, Hong Kong Special Administrative Region

How to engage with the private sector?

• Participation of private sector in health promotion
  Lucero Rodriguez, Ministry of Health, Mexico

• How to engage with the private sector without compromising public health?
  Vera da Costa e Silva, FIOCRUZ, Brazil

• How private sector interests can be combined with public health interests
  Frank Dassler, World Federation of Sporting Goods Industries

Response to health equity: The role of social protection and self-help measures in reducing poverty and achieving equality

• Social protection floor
  Xenia Scheil-Adlung, International Labour Organisation

• Implementation of social protection floor framework: Experiences from Zimbabwe
  Sidney Mhishi, Ministry of Labour and Social Welfare, Zimbabwe

• Cooperatives and micro-financing
  Rakesh Srivastava, former Director-General in Ministry of Health and Family Welfare, India

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Parallel sessions
Tuesday 16:00 – 17:30

A How to tackle health inequity within vulnerable populations?
- How to ensure health equity of marginalized populations: Experiences from mainstreaming the health of migrants
  Roumyana Petrova-Benedict, International Organization for Migration
- Closing the gap in indigenous health outcomes: Experiences from Australia
  Samantha Palmer, Australian Government, Australia

B Action on the social determinants of health: From measuring to implementation
- Measurement of health inequity as a driver for impacting policies
  Hoda Rashad, American University in Cairo, Egypt
- Global and local experiences from the Commission for a socially sustainable Malmö
  Denny Vågerö, Centre for Health Equity Studies, Sweden

C Using a rights-based approach towards improving health
- Right to health and access to medicines: A case from Brazil
  Paulo Buss, FIOCRUZ, Brazil
- The Convention on Rights of the Child and exerting accountability through the Committee on the Rights of the Child
  Lida Lhotska, International Baby Food Action Network

D Use of fiscal measures in promoting population health
- The role of fiscal measures in health promotion
  Franco Sassi, Organisation of Economic Co-operation and Development

E Health and economic benefits through early childhood and education interventions
- Is there an economic argument for addressing the social determinants of health and health inequalities?
  Mark Suhrcke, University of East Anglia, United Kingdom
- Education and early child development interventions as health policies: The economic evidence
  Carmen de Paz, Spain
- The use of economic rationales in intersectoral programmes in Mexico: What have we learnt?
  Adolfo Martinez Valle, National Institute of Public Health, Mexico

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09:00 – 10:30  **Fifth plenary: Social change for health (Finlandia hall)**

- Managing social transitions for health: The experience from South Africa
  *Olive Shisana, Chief Executive Officer, Human Sciences Research Council, South Africa*

- Social change process for sustained health outcomes
  *Pekka Puska, Director-General, National Institute for Health and Welfare, Finland*

- How civil society influences the policies of governments
  *Ravi Narayan, Community Health Adviser, Centre for Public Health and Equity Society for Community Health, Awareness, Research and Action, India*

10:30 – 11:00  **Break**

11:00 – 12:30  **Sixth plenary: Building capacity of HiAP (Finlandia hall)**

- Sustaining capacity for HiAP
  *Viroj Tangcharoensathien, Senior Adviser, International Health Policy Program, Ministry of Public Health, Thailand*

- Capacities of public health institutes in low-resource settings
  *Mwele Malecela, Director General, National Institute for Medical Research, United Republic of Tanzania*

- Building professional capacity for HiAP
  *Ilona Kickbusch, Director, Graduate Institute of International and Development Studies, Switzerland*

12:30 – 14:00  **Lunch**
14:00 – 14:45  Plenary on conference statement (Finlandia hall)

14:45 – 15:00  Break

15:00 – 16:30  Parallel sessions – please turn the page for more information »

16:30 – 17:00  Break

17:00 – 18:30  Parallel sessions – please turn the page for more information »

A  Inequity, health and economics: What are the policy implications?

B  Agents for policy change

C  Managing social transitions for better health

D  Social movement, prevention and control of non-communicable diseases, and health promotion

E  Informal session on the Conference Statement

F  Informal session on the Conference Statement

A  Social media, empowerment and health

B  Influencing policy-making

C  Institutional capacity for HiAP

D  Evidence-based health promotion and implementation

E  Financing health promotion and primary care

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Parallel sessions
Wednesday 15:00 – 16:30

A  Inequity, health and economics: What are the policy implications?
• Subra Subramanian, Harvard School of Public Health, United States
• Mohammad Habibullah Pulok, Southeast University, Bangladesh

B  Agents for policy change
• NGOs as agents of policy change
  Alok Mukhopadhyay, Voluntary Health Association of India, India
• Public health activism
  Glenn Laverack, United Kingdom

C  Managing social transitions for better health
• Social development and health
  Ling Li, China Center for Economic Research, Peking University, China
• Social transition and health equity amongst Kenyan populations
  Salim A. Hussein, Ministry of Public Health and Sanitation, Kenya

D  Social movements, prevention and control of non-communicable diseases, and health promotion
• Social movements in the prevention and control of non-communicable diseases
  Sania Nishtar, Minister for Science and Technology, Information Technology, Professional Education and Training, Pakistan
• Social movements in health promotion
  Bridget Lloyd, People’s Health Movement

E  Informal session on the Conference Statement

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Parallel sessions
Wednesday 17:00 – 18:30

A Social media, empowerment and health
- Social media and empowerment in health
  Sheila Peuchaud, American University in Cairo, Egypt
- m-health: an opportunity for health promotion
  Hani Eskandar, International Telecommunication Union

B Influencing policy-making
- Increasing community competence for influencing policies for health
  Laura Aaben, National Institute for Health Development, Estonia
- Community action for health in Kyrgyzstan
  Aitmurzayeva Gulmira Tashmurzayevna, Republican Health Promotion Center, Kyrgyzstan
- Leadership development to enhance evidence-informed decision-making
  Taryn Young, Director, Centre for Evidence-based Health Care, South Africa

C Institutional capacity for HiAP
- Maximizing effectiveness and efficiency of institutional capacity within existing resources: Experiences from developing countries
  Kassahun Tolesa Tulu, Ethiopia
- Building capacity of public health institutes to implement HiAP
  Jeffrey Koplan, Emory University, United States

D Evidence-based health promotion and implementation
- Effective health promotion interventions
  Maria E. Fernandez, University of Texas Health Science Center at Houston, United States
- How to implement and scale up evidence-based interventions: Lessons learned from the Healthier Hawker Programme
  Yoong Kang Zee, Health Promotion Board, Singapore
- Healthy workplaces in small and medium-sized enterprises: A pilot project in three Latin American countries
  Manuel Parra Garrido, Universidad Mayor, Chile

E Financing health promotion and primary care
- Financing health, health care and health promotion
  Riku Eloavainio, World Health Organization
- Innovative global health financing initiatives
  Alex Ross, World Health Organization

F Informal session on the Conference Statement

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08:30 – 9:15  Europe day: Setting the scene (Finlandia hall)
- Intersectoral elements of Health 2020 strategy
  Zsuzsanna Jakab, Regional Director, WHO Regional Office for Europe
- Four decades of health policy development and health promotion in Finland
  Paula Risikko, Minister of Social Affairs and Health, Finland
- Role of the European Union in improving public health and reducing health inequalities
  Tonio Borg, European Commissioner for Health and Consumer Policy (by video)

09:15 – 10:00  Plenary : Challenges and Opportunities for HiAP in times of economic difficulty (Finlandia Hall)
- A panel discussion between senior health policy-makers:
  Frances Fitzgerald, Minister for Children and Youth Affairs, Ireland
  Svetlana Axelrod, Deputy Head, Department of International Cooperation, Ministry of Health, Russian Federation
  Jose Pereira Miguel, Instituto Nacional de Saúde Dr. Ricardo Jorge, Portugal
  Jaakko Kiander, Senior Vice-President, Ilmarinen Mutual Pension Insurance Company, Finland

10:00 – 13:00  Site visits

13:00 – 14:00  Lunch
14:00 – 15:30  Parallel sessions – please turn the page for more information »

- **A**: Reducing inequalities: Life course approach
- **B**: Reducing inequalities: Integrated policies on inequality
- **C**: Better governance: HiAP in national and local policy making
- **D**: Better governance: Partnership and cross sector collaboration

15:30 – 16:00  Break

16:00 – 17:30  Parallel sessions – please turn the page for more information »

- **A**: Priority areas: Tobacco
- **B**: Priority areas: Nutrition
- **C**: Priority areas: Alcohol
- **D**: Health in all policies to prevent communicable diseases
- **E**: Work and health
- **F**: Environment and health

17:30 – 17:45  Break

17:45 – 18:30  Plenary for wrap-up: Post 2015 – The Perspective From The Europe Day (Finlandia Hall)

Closing keynote: Ilona Kickbusch, Director, Graduate Institute of International and Development Studies, Switzerland

18:15 – 18:30  Citation for lifetime achievement in health promotion (Finlandia hall)
Parallel sessions
Thursday 14:00 – 15:30

A Reducing inequalities: Life course approach
- Children, health and society
  Frances Fitzgerald, Minister for Children and Youth Affairs, Ireland
- Promoting health and equity in schools
  Goof Buijs, Schools for Health in Europe network, Netherlands
- Ageing
  Barbro Westerholm, Age Platform Europe, Sweden

B Reducing inequalities: Integrated policies on inequality
- Hannele Palosuo, National Institute for Health and Welfare, Finland
- Tone B. Torgersen, The National Institute for Public Health, Norway
- Speaker to be confirmed

C Better governance: HiAP in national and local policy making
- Regional level
  David Pattison, NHS Health Scotland, United Kingdom
- Local level
  Petteri Paronen, Mayor of Kuopio, Finland
- Public health policy. The European Action Plan for Strengthening Public Health – Taking forward EPHO 4: Health Promotion, including action to address social determinants and health inequity
  Anna Korotkova, Federal Research Institute Health Organization and Informatics, Ministry of Health, Russian Federation

D Better governance: Partnership and cross sector collaboration
- From Stability Pact to Health in all Policies (SEEHN)
  Andrei Usatii, Minister of Health, Republic of Moldova
- Violence and injury
  Joanne Vincenten, Child Safety Alliance, United Kingdom
- Capacities for Health promotion and health in all policies
  Margaret Barry, University of Galway, Ireland

E Priority areas: Progress in NCD reduction
- Julia Critchley, St George’s, University of London, United Kingdom
- Sergey Boytsov, State Scientific Research Institute of Organization and Information of Health Care, Russian Federation
- Maris Jesse, National Public Health Institute, Estonia

F Priority areas: Mental health in All Policies
- Supporting early childhood development: the role of nursery care
  Mirjam Kalland, Mannerheim League for Child Welfare, Finland
- Mental health promoting schools
  Jonathan Campion, South London and Maudsley NHS Foundation Trust, United Kingdom
- Youth employment policies and mental health
  Speaker to be confirmed

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Parallel sessions
Thursday 16:00 – 17:30

**A** Priority areas: Tobacco
- Legislation
  Kari Paaso, Ministry of Social Affairs and Health, Finland
- **Smoke free public places**
  Esteve Fernández, University of Barcelona, Spain
- **Reduction in adult smoking by using comprehensive approach**
  Cevdet Erdol, Turkish Grand National Assembly, Turkey

**B** Priority areas: Nutrition
- **Price policies for healthy eating**
  Sinne Smed, University of Copenhagen, Denmark
- **Marketing of food to children**
  Knut-Inge Klepp, Directorate of Health, Norway
- **Salt reduction – EU initiative**
  Stephanie Bodenbach, European Commission, DG SANCO

**C** Priority areas: Alcohol
- **The European Status Report on Alcohol and Heath 2013**
  Jürgen Rehm, Technical University of Dresden, Germany
- **EU alcohol strategy – evaluation**
  Maria Renström, Ministry of Health and Social Affairs, Sweden
- **Fiscal policies**
  Ismo Tuominen, Ministry of Social Affairs and Health, Finland

**D** Health in all policies to prevent communicable diseases
- Margaret Barry, University of Galway, Ireland
- Guenael Rodier, World Health Organization
- Stephan van den Broucke, University of Louvain, Belgium
- Ülla-Karin Nurm, European Centre for Disease Control

**E** Work and health
- **Occupational health and safety – a cornerstone for sustainable health at workplaces**
  Bitten Højmark Døjholt, National Working Environment Authority, Denmark
- **From industrial work to knowledge intensive work – unbeatable challenge of today**
  Kiti Müller, Finnish Institute of Occupational Health, Finland
- **Alcohol and workplace**
  Edina Gabor, National Institute for Health Development, Hungary

**F** Environment and health
- **Revisiting Health in All Policies at times of environmental crisis**
  George Morris, NHS Health Scotland, United Kingdom
- **Evidence on health aspects of air pollution as support to the improvement of public health activities**
  Patrick Goodman, Dublin Technical University, Ireland
- **Pioneer of HiAP: transport and health**
  Brigit Staatsen, National Institute of Public Health and the Environment, Netherlands

**VENUE GUIDE**
- Finlandia hall
- Helsinki hall
- Veranda 1
- Veranda 2
- Veranda 3
- Veranda 4
Friday 14 June 2013

09:00 – 10:00 Plenary on HiAP Framework for Country Action: The Way Forward (Finlandia hall)
- Heidi Hautala, Minister for International Development, Finland
- A country perspective, El Salvador
- Roopa Dhatt, President of International Federation of Medical Students’ Association and representative of the World Health Students’ Alliance
- Michael Sparks, President, International Union for Health Promotion and Education
- Hoda Rashad, Professor, The American University in Cairo, Egypt

10:00 – 10:30 Plenary on Conference Statement (Finlandia hall)

10:30 – 11:00 Break

11:00 – 12:00 Panel on the implementation of the conference outcomes
- Considerations from WHO regions (Finlandia hall)
  - Regional Office for Africa
  - Pan American Health Organization/ Regional Office for the Americas
  - Regional Office for the Eastern Mediterranean
  - Regional Office for Europe
  - Regional Office for South-East Asia
  - Regional Office for Western Pacific

12:00 – 12:30 Closing (Finlandia hall)
- Susanna Huovinen, Minister of Health and Social Services, Finland
- Oleg Chestnov, Assistant Director-General, World Health Organization
- Viisi, a cappella group

12:30 – 14:00 Lunch
Conference venue – Finlandia Hall

The Conference on Health Promotion is held at the Finlandia Hall. The Finlandia Hall is the leading congress, event and entertainment venue in Finland. It is located in the centre of Helsinki overlooking Töölö Bay.

Finlandia Hall has hosted numerous international congresses and other events over the years. The building is a masterpiece of architecture by the great Finnish architect Alvar Aalto. Finlandia Hall is well worth a visit in its own right, and is visited by thousands of people each year from all over the world.
Finlandia Hall is easily accessible from the airport and the bus and railway stations. Tram and bus stops can be found right in front of the building and it is a short walk from the city centre.

More information at www.finlandiatalo.fi/en
Conference venue maps

FINLANDIA HALL

0. KERROS • GROUND FLOOR

FINLANDIA HALL

1. KERROS • 1st FLOOR

Maps: © Finlandia Hall
Exhibition

Exhibition areas are located at the Helsinki Hall foyer and Veranda.

Exhibition opening times:
Monday  08:30 – 16:30
Tuesday  08:30 – 16:00
Wednesday  08:30 – 17:00
Thursday  08:30 – 16:00
Friday   08:30 – 14:00

Exhibitors

• World Health Organisation
• Ministry of Social Affairs and Health
• European Commission, “Ex-smokers are Unstoppable”
• Ministry of Agriculture and Forestry
• Ministry of Education and Culture
• National Institute for Health and Welfare
• Finnish Institute of Occupational Health
• City of Helsinki
• City of Espoo
• City of Vantaa
• The International Union for Health Promotion and Education
• EuroHealth Net
• SOSTE Finnish Society for Social and Health
Helsinki is the capital of Finland and has just over half a million residents. It is renowned for its vibrant urban life, modern architecture and unique location between East and West. Being located on the shore of the Baltic Sea, it has stunning surroundings with an archipelago of many small islands, and fresh air to breathe.

In Helsinki you will find both cosy restaurants and bars, high-end design shops for both interior decor and clothing and a buzzing cultural life with concerts and all kinds of happenings.

Amongst the most popular attractions are Suomenlinna Maritime Fortress, the Ateneum Art Museum and the Temppeliaukio Church which is built right into the natural bedrock in Helsinki.

**Helsinki week**

The conference is organized during the annual Helsinki Week when the city is full of events. On Helsinki Day, Wednesday June 12, there will be plenty of activities in the city. For more information visit: [www.helsinkiviikko.fi/en](http://www.helsinkiviikko.fi/en).

Helsinki is renowned for its vibrant urban life, modern architecture and unique location between East and West.
The 8th Global Conference on Health Promotion (8GCHP) is one of the pilot events in the Greening Events project. This project is a joint venture of Helsinki, Espoo and Vantaa cities (the Helsinki Metropolitan Area) and aims to develop concrete ways to improve the environmental management of events.

An environmental management system named ‘the EcoCompass Event’ has been set up for the 8GCHP and includes actions that will minimize the conference’s environmental impacts.

Events have been having increasingly larger-scale environmental impacts. On the other hand events also provide an opportunity to involve the public in more responsible behaviour. The Greening Events establishes a practical action model that will support voluntary environmental work between cities and events. Cities set clear environmental criteria for events that will help event organizers implement them. For this to happen, we need new thinking on how environmental issues can be integrated into existing practices.

The project is supported by the European Regional Development Fund (ERDF) and the Centre for Economic Development, Transport and the Environment Agency (EUA). Other sponsors are the cities of Helsinki, Espoo and Vantaa and the World Design Capital Helsinki 2012 programme. The project is coordinated by the City of Helsinki Environment Centre.

Greening Events website provides more information and tools on environmentally-friendly event production: www.greeningevents.fi/en
Contact:
healthpromotion@who.int

Local conference secretariat:
healthpromotion@stm.fi

Event manager:
healthpromotion2013@confedent.fi

More information on the conference website:
www.healthpromotion2013.org

Follow us also on Twitter:
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Conference partners

The 8th Global Conference on Health Promotion is organized in cooperation with: