Health Promotion in the SDGs

Health for All and All for Health

Conference Programme

#ChooseHealth

The National Health and Family Planning Commission of China
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Foreword

Join us in raising the priority accorded to promoting health and sustainable development

The National Health and Family Planning Commission of China and the World Health Organization (WHO) are the joint-organizers of the 9th Global Conference on Health Promotion in Shanghai on 21-24 November 2016.

The Conference is entitled “Promoting health in the Sustainable Development Goals: Health for All and All for Health,” and is being hosted by the Municipal Government of Shanghai.

Health promotion is about enabling and empowering people, communities and societies to take charge of their own health and quality of life.
Goal

- To highlight the critical links between promoting health and the 2030 Agenda for Sustainable Development.

Objectives

- To provide guidance to Member States on how to reflect promoting health into national Sustainable Development Goal (SDG) responses, and how to accelerate progress on SDG targets.
- To exchange national experiences in:
  - Strengthening good governance for health through action across government sectors;
  - Broadening and strengthening social mobilization;
  - Promoting health literacy.
- To highlight the health sector’s changing role as the key advocate for promoting health.
- To highlight the crucial role that cities – and municipal leaders, especially Mayors – play in promoting health (creating healthy cities), in the context of an increasingly urbanized global population.

Participation

- Public policy decision makers.
- Health promotion experts.

Why this conference matters?

Health is at the heart of the 2030 Sustainable Development Agenda. Promoting health is, therefore, central to delivering on the SDGs. In highlighting how health and sustainable development are inextricably linked, this Conference will chart a new course for the next 15 years, aimed at inspiring national governments, municipal leaders and other stakeholders to grasp the great potential of promoting health across all sectors of society.
Map of Conference Centre

1F

<table>
<thead>
<tr>
<th>Century Hall</th>
<th>Mandarin Hall</th>
<th>Riverside Restaurant</th>
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<tbody>
<tr>
<td>Nov. 21</td>
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<tr>
<td>Parallel Session 2</td>
<td>Lunch</td>
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<td>Nov. 24</td>
<td>Lunch</td>
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<tr>
<th>Yellow River Hall</th>
<th>Auditorium</th>
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<tr>
<td>Nov. 21-24</td>
<td>Nov. 21-24</td>
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<tr>
<td>Parallel Session 6, 8, 14, 20, 26</td>
<td>Parallel Sessions 5, 7, 13, 19, 25</td>
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<tr>
<td>Nov. 22-24</td>
<td>Plenary Sessions</td>
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<tr>
<td>Nov. 24</td>
<td>Closing Ceremony</td>
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Nov. 21-24

- Parallel Sessions 5, 7, 13, 19, 25
- Plenary Sessions
- Closing Ceremony

Nov. 22-24

- Lunch

Nov. 24

- Lunch

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1F

Century Hall

Mandarin Hall

Riverside Restaurant

3F

Yellow River Hall

Auditorium

Nov. 21-24

- Parallel Session 6, 8, 14, 20, 26
- Parallel Sessions 5, 7, 13, 19, 25
- Plenary Sessions
- Closing Ceremony
5F

Yangtze River Hall
Nov. 21-24 Parallel Session 3, 9, 15, 21, 27

Europe Hall
Nov. 21-24 Parallel Session 4, 10, 16, 23, 28

7F

Grand Ballroom
Nov. 21 Opening Ceremony
Nov. 21 Welcome Reception
Nov. 21 Plenary Session
Nov. 22 Lunch

Pearl Hall
Nov. 21 Mayors lunch (including opening of the Mayors’ Forum)
Nov. 21-24 Parallel Session 11, 17, 22, 29

9F

Huangpu River Hall
Nov. 21 Ministerial lunch
Nov. 21-24 Parallel Session 1, 12, 18, 30
Programme Structure

Day 1. Opening/Healthy cities.
Monday, 21 November 2016

10:30
11:30

- **7F Grand Ballroom**

  Opening ceremony
  - Celebrating the powerful contribution that promoting health can make to the 2030 Agenda for Sustainable Development

  Keynote addresses
  - Health is central to sustainable development

11:30
12:30

- **7F Grand Ballroom**

  Opening plenary
  - Prioritizing promoting health to accelerate progress on the 2030 Agenda for Sustainable Development

  Keynote addresses
  - How to strengthen good governance for health, including through action across sectors and social mobilization?
  - How to improve urban health and support healthy cities and communities?
  - How to strengthen health literacy?

12:30
13:30

- **Mandarin Hall**

  Lunch

- **9F Huangpu River Hall**

  Ministerial lunch
  - How to promote policy coherence between economic policy and public health policy?

- **7F Pearl Hall**

  Mayors’ lunch (including opening of the Mayors’ Forum)
  - How to strengthen the role of Mayors in promoting health at the city level?

13:45
14:45

- **7F Grand Ballroom**

  Opening plenary (continued)

  High-level panel discussion: How to make bold political choices for health in the face of other interests?
  - How will including health as one of the central lines of government policy accelerate progress on the SDG targets?
  - How can action be taken to better align private sector incentives with public health goals?
  - How to strengthen policy coherence and synergies between trade and investment policies and public health?

  Gavel moment: Adoption of the Shanghai Declaration on Health Promotion
  - Time for action: Making the Shanghai Declaration on Health Promotion deliver for the 2030 Agenda for Sustainable Development

14:45
15:00

- **7F Foyer outside Grand Ballroom**

  Healthy break
Day 1. Opening/Healthy cities.
Monday, 21 November 2016

Mayors’ Forum: Improving urban health and supporting healthy cities and communities

15:15
7F Grand Ballroom
Plenary session: Improving urban health and supporting healthy cities and communities
- How to strengthen and expand a strong worldwide movement for healthy cities?
- How to make cities smoke-free?

Panel discussion: How can cities and their citizens advance health?
- What roles do cities and their inhabitants play in making urban centres healthy?

Gavel moment: Celebrating the Shanghai Mayors’ Consensus on Healthy Cities
- Signing of the Shanghai Mayors’ Consensus on Healthy Cities

17:15
Healthy break

17:30
Transformative pathways (parallel sessions)

1F Century Hall
2
From urban living to green living
Cities are at the frontline in the fight against climate change. Can fast-growing, fast-developing cities be green cities too?

5F Yangtze River Hall
3
Healthy Life, Healthy City
How can cities be designed and organized so that their citizens’ everyday choices are healthy choices?

9F Huangpu River Hall
1
Road to safer cities: SITIS
How to improve road safety through cross-sectoral and multidisciplinary approaches?

5F Europe Hall
4
Healthy ageing and future cities
How can cities accommodate rapidly ageing communities, to ensure inclusiveness and quality of life?

3F Auditorium
5
Science for healthier cities
How can science, innovation and new technology be best used to promote health in fast-changing urban environments?

3F Yellow River Hall
6
Healthy City, Healthy Mind
How can cities be designed and organized to promote good mental health and well-being?

19:00
7F Grand Ballroom
Reception hosted by the National Health and Family Planning Commission of China and the Shanghai Municipal Government
Day 2. Good governance and social mobilization.
Tuesday, 22 November 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00</td>
<td>3F Auditorium</td>
<td>Special panel session: Innovation for health – a vision into the future</td>
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<td>What role can innovation and entrepreneurship play to promote health in the SDG era?</td>
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<td>10:00</td>
<td>3F Auditorium</td>
<td>Plenary session: Strengthening good governance for health through action across government sectors</td>
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<td>Which countries have shown high-level political commitment and legislative action? What are the results?</td>
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<td>Which structures and mechanisms work?</td>
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<td>How can it be financed?</td>
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<td>High-level panel:</td>
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<td>How can tax policies on healthy or harmful products foster economic growth, prosperous lives and sustainability?</td>
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<td>11:15</td>
<td>3F Foyer outside Auditorium</td>
<td>Healthy break</td>
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<td>11:30</td>
<td>3F Foyer outside Auditorium</td>
<td>Transformative pathways (parallel sessions)</td>
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<td></td>
<td>3F Auditorium</td>
<td>How can progress on these SDGs be accelerated by promoting action across sectors for health?</td>
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<td>3F Yellow River Hall</td>
<td>How can progress on SDG 2 be accelerated by strengthening good governance for health through action across government sectors?</td>
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<td>3F Yellow River Hall</td>
<td>How can progress on SDGs 2 and 3 be accelerated by strengthening good governance for health through action across government sectors?</td>
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<td>3F Yellow River Hall</td>
<td>SDGs 3 and 16:</td>
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<td>7F Pearl Hall</td>
<td>SDGs 4, 5 and 16:</td>
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<td>5F Yangtze River Hall</td>
<td>SDGs 1, 5 and 10:</td>
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<td>5F Yangtze River Hall</td>
<td>SDGs 4, 5 and 16:</td>
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<td>9F Huangpu River Hall</td>
<td>SDGs 2, 3 and 4:</td>
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<td>9F Huangpu River Hall</td>
<td>SDGs 2 and 3:</td>
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<tr>
<td>13:00</td>
<td>7F Grand Ballroom</td>
<td>Lunch</td>
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Day 2. Good governance and social mobilization.
Tuesday, 22 November 2016

13:00
14:00

- **3F Yellow River Hall**
  How can digital health provide innovation for addressing the SDGs?

- **5F Yangtze River Hall**
  The next generation of health promotion: What will it look like?

- **7F Pearl Hall**
  How can youth become future health promotion leaders in delivering on the 2030 Agenda for Sustainable Development?

14:15
15:45

- **3F Auditorium**
  Plenary session: Broadening and strengthening social mobilization
  - How can social mobilization engage communities to accelerate the achievement of the 2030 Agenda for Sustainable Development?
  - Which approaches work?
  - How can it be financed?

High-level panel:
  - How can social mobilization transform early warning, risk reduction and management of health risks during urban epidemics?

15:45
16:15

- **3F Foyer outside the Auditorium**
  Healthy break

16:15
17:45

**Transformative pathways (parallel sessions)**

How can progress on these SDGs be accelerated by broadening and strengthening social mobilization?

- **3F Auditorium**
  - **13**
    SDGs 1, 2, 3 and 13:
    Climate resilience: How can social mobilization prepare people for the growing risks of climate change?

- **3F Yellow River Hall**
  - **14**
    SDGs 2, 3 and 4:
    Realizing gender equality: How can social mobilization empower women and girls and close the gender gap?

- **5F Yangtze River Hall**
  - **15**
    SDG 3:
    Policy coherence: How can social mobilization promote mutual accountability of policymaking on health?

- **5F Europe Hall**
  - **16**
    SDG 1:
    No poverty: Can social mobilization help to end poverty in all its forms everywhere?

- **7F Pearl Hall**
  - **17**
    SDG 3:
    Disease outbreaks: Can social mobilization reduce the risk of spread of epidemics and pandemics?

- **9F Huangpu River Hall**
  - **18**
    SDG 3:
    Refugees and migrants: Can social mobilization address the drivers of migration and the causes of large movements of refugees?

17:45

Second day adjourns
Wednesday, 23 November 2016

09:00 - 10:30

19
SDGs 3 and 9: Healthy China strategic plan
How can health promotion accelerate the implementation of the 13th Five-year Plan for Health and the Healthy China 2030 Plan through multisectoral collaboration and usage of new technology?

20
SDGs 1, 3 and 10: Health system reform
What are the achievements, challenges and lessons learned towards UHC and health equity? How can catastrophic health expenditure and related poverty be prevented? How can health system reform be further deepened to promote health and related SDGs?

21
SDGs 3, Healthy living and Traditional Chinese Medicine (TCM)
How does health promotion contribute to cultivating the culture of Traditional Chinese Medicine (TCM)? How can TCM contribute to healthy living and sustainable development?

22
SDGs 3 and 11: Promoting health literacy
What has worked during the 60 year journey of developing healthy cities in China? How has health literacy become the foundation block for health and sustainable development?

23
SDGs 3 and 16: Health emergency response
How has the joint multi-sectoral emergency response system worked in response to Ebola, Zika, SARS, earthquakes and other public health emergencies? How can individuals and communities be empowered in emergency response?

24
SDGs 3, 4 and 11: Healthy China 2030 exhibition
Showcase of the best practices in health promotion and a demonstration of China’s achievements in health promotion and sustainable development.
On-site visits organized by the Shanghai Health and Family Planning Commission have been arranged to showcase local experiences in health promotion and sustainable development in Shanghai.

47 routes have been prepared, covering 15 districts of Shanghai. Each route includes 3 sites: 1 healthy school, 1 healthy workplace and 1 healthy community.

Lunch and dinner will be provided.
Day 4. Health literacy.
Thursday, 24 November 2016

09:00
Plenary session: Promoting health literacy
- Will a national plan for strengthening health literacy accelerate progress on the SDGs?
- How do we create consumer environments that support healthy choices?
- How do we set standards for health literate organizations?

High-level panel:
- How can health literacy contribute to quality education and promote lifelong learning?

10:15
Healthy break

10:30
Transformative pathways (parallel sessions)

How can progress on these SDGs be accelerated by promoting health literacy?

- **3F Auditorium**
  - **25**
  - SDGs 3 and 8:
    Decent work and economic growth: Should leaders promote health employment as a driver of inclusive economic growth?

- **3F Yellow River Hall**
  - **26**
  - SDGs 3 and 9:
    Industry, innovation and infrastructure: How can health literacy bridge the digital divide and develop knowledge societies?

- **5F Europe Hall**
  - **28**
  - SDG 3:
    Universal health coverage: How can health literacy help to achieve universal health coverage and access quality health care?

- **7F Pearl Hall**
  - **29**
  - SDGs 3 and 5:
    Maternal, newborn, child health and reproductive health: How can health literacy accelerate the pace of progress?

- **5F Yangtze River Hall**
  - **27**
  - SDGs 3 and 6:
    Clean water and sanitation: How can health literacy contribute to prevent disease through safe water and sanitation for all?

- **9F Huangpu River Hall**
  - **30**
  - SDG 3:
    Endemic infectious diseases: Making the case for investing in health promotion
### Day 4. Health literacy.
**Thursday, 24 November 2016**

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>12:00</td>
<td>Healthy break</td>
<td>3F Foyer outside Auditorium</td>
<td>&quot;Healthy break&quot;</td>
</tr>
<tr>
<td>12:15</td>
<td>Plenary session: Reporting back</td>
<td>3F Auditorium</td>
<td>Summary of the main outcomes of the Conference</td>
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<tr>
<td>12:45</td>
<td>Plenary session: Reporting back</td>
<td>3F Auditorium</td>
<td>How can we implement the Shanghai Declaration?</td>
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<td>How can WHO and the other agencies of the UN system support governments in their national efforts?</td>
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<tr>
<td>13:00</td>
<td>Conference adjourns</td>
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<td>(lunch will be provided in Mandarin Hall after the Conference has adjourned)</td>
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Good governance: Consider how policies impact health

It will only be possible to achieve the health-related SDGs, and most others, through good governance – and a whole-of-government approach – that considers the health implications of all policy decisions. There are powerful opportunities for the agriculture, education, trade, taxation, urban development and other sectors to improve health.

People can only make healthy choices if those choices are accessible and affordable, and if governments help by regulating against harmful and unhealthy products – like tobacco use, harmful use of alcohol, and sugar-sweetened beverages.
Healthy cities: Create greener cities that enable people to live, work and play in good health

Today, the majority of the world’s population lives in cities, and this trend will continue in the future.

In an increasingly urbanized world, many of the day-to-day decisions affecting health are made at the municipal level. Cities and their leaders have a key role to play in helping people achieve the highest possible standard of health.

Communities are essential – they need information, skills-building, and license to use their information and skills to work on behalf of fellow community-members, especially those who are marginalized or disadvantaged.

Health literacy: Make it easy for people to make the healthiest choices

Great opportunities exist in the digital age to inform and educate our populations on being healthy, by tapping the power of mobile technology to share information, enable action and monitor change.
More information

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Logistical information

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Website

www.who.int/Shanghai2016
www.healthpromotion2016.org