First WHO Global Conference on Air Pollution and Health: Improving air quality, combatting climate change – saving lives

Pre-Conference Workshop

Health in All Policies – Skills for addressing air pollution and health in an HiAP framework

Communication, public health campaigns and negotiations

29 October 2018, Geneva

WHO Headquarters, Library meeting room and India room, 09h–17h

Workshop Coordinators:

Nicole Valentine and Elaine Fletcher of WHO with Vital Strategies, the World Bank and the World Meteorological Organization

Concept Note

Background

New intersectoral multilateral approaches and partnerships are needed to achieve health and wellbeing outcomes in the face of the air pollution challenges. This workshop will focus on key skills for communicating and negotiating the problem and solutions that address air pollution. Data, scenarios and case studies brought together from around the world by WHO, Vital Strategies, the World Meteorological Organization and the World Bank, will allow participants to explore, share and build confidence to take practical steps towards solving the air quality challenges issues and improving health of the population in their contexts. The workshop will follow the WHO Health in All Policies Training Manual and, for communications and population perceptions, the BreatheLife campaign, Vital strategies and the European Union funded SEFIRA project from the World Meteorological Organization.

WHO’s First Global Conference on Air Pollution and Health, 30 October - 1 November 2018

The first WHO Global Conference on Air Pollution and Health: Improving air quality, combatting climate change – saving lives, will take place at WHO Headquarters in Geneva from 30 October to 1 November this year. The conference is organized by WHO in collaboration with UN Environment, the World Meteorological Organization (WMO), the Climate and Clean Air Coalition (CCAC), the Secretariat of the UN Framework Convention on Climate Change (UNFCCC), the United Nations Economic Commission for Europe (UNECE) and the World Bank.

The conference will host about 400 participants, including representatives of WHO Member States, intergovernmental organizations, civil society, academia and the media. It aims to share with participants the current evidence on air pollution exposure and its health impacts; tools for informed decisions on healthy policy choices; and knowledge on effective interventions that may improve air quality and promote health. Several outcomes are anticipated, including a “Call for Urgent Action” by health and other sectors to reduce the number of deaths due to air pollution. The conference will call for commitments to improve air quality from countries, cities, relevant intergovernmental organizations and non-state actors.

Workshop Program / Provisional Agenda

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<tr>
<th>From</th>
<th>To</th>
<th>Speaker</th>
<th>Item</th>
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<tbody>
<tr>
<td>9:00</td>
<td>9:05</td>
<td>Elaine Fletcher, WHO</td>
<td>Welcome</td>
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<tr>
<td>9:05</td>
<td>10:35</td>
<td>Sumi Mehta, Vital Strategies, Sandro Fuzzi</td>
<td>Data on air pollution and perceptions: pathways for exposures and showing impact</td>
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<td>Istituto di Scienze dell’Atmosfera e del Clima and SEFIRA project and World Meteorological Organization</td>
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<td>10:35</td>
<td>Sonu Jain, World Bank</td>
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<td>10:35</td>
<td>10:45</td>
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<td>Break</td>
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<td>10:45</td>
<td>12:15</td>
<td>Nicole Valentine, WHO</td>
<td>The role of the health sector and non-governmental stakeholder engagement</td>
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<td>12:15</td>
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<td>Break</td>
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<td>13:00</td>
<td>15:00</td>
<td>Elaine Fletcher, Aanchal Mehta, Vital Strategies</td>
<td>Public health communication and campaigns -building blocks of tools and strategies –the example of media scans and using story-telling</td>
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<td>15:00</td>
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<td>Break</td>
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15:15  15:30  Nicole Valentine  Negotiating for health

15:30  16:45  Elaine Fletcher, Nicole Valentine, Sumi Mehta  Breakout groups on public health campaigns, story-telling and policy negotiation (according to choice of participants)

16:45  17:00  Elaine Fletcher, Nicole Valentine  Feedback and wrap-up

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**Key outcomes – skills enhanced for**

- Taking evidence into policy and action to help solve complex public health challenges
- Strategizing for public health advocacy campaigns
- Negotiating in a multi-sectoral policy environment.

**Expected Number of participants**

30

**List of invitations with email addresses (if the workshop is open, please specify it below here)**

Open but sign up required by 21 October, by writing to valentinen@who.int