

# WALK the TALK: The Health for All Challenge



## Introduction

People from all walks of life, all over the world, are walking the talk for health: and you can join us in the next step of this challenge on Sunday 19 May 2019 in Geneva, Switzerland.

In 2018, more than 4000 people joined the first ever WHO Walk the Talk: Health for All Challenge in Geneva, walking, jogging, running, dancing, moving and playing for health.

There were further events in Astana, Bishkek, Budapest, Copenhagen, Dakar, Djibouti, Khartoum and Manila.



Families and foundations, statesmen and students, advocates and athletes, came together to promote one message: we need to walk the talk and promote #HealthForAll.

In 2019, the World Health Organization and partners plan to make the next event in Geneva, being held on the eve of the Seventy-second World Health Assembly, even bigger. People from all over the world will come together to promote health: and we are inviting you to join and support.

## Aims of the event

- Promote #HealthForAll and, particularly a healthy lifestyle, for a healthier humanity.
- Launch a global challenge to young people to tell their story, through short videos, on what #HealthForAll means, and how we can make it a reality for everyone. The most powerful entries will be shown as part of the United Nations General Assembly High-level Meeting on Universal Health Coverage in New York in September 2019.
- Raise awareness and profile of the work and goals of WHO and other health agencies in Geneva, highlighting the city's role as the global health capital in improving health.

- Engage delegates to the World Health Assembly, which starts on 20 May 2019, and the United Nations family, non-State actors and the Geneva community in a celebration of #HealthForAll.
- Show the strong connection between “international” and “local” Geneva.
- In 2019, give particular attention to key health subjects of promoting the health of women, mental health and wellbeing and people with intellectual disabilities.

## When?

Sunday 19 May, 9.30am to 1pm including pre-activities, assembly, short welcome and start.

## What?

- A free physical activity event for all, including for people walking, running and using wheelchairs, offering 3 distances (short 3km, medium 5km and long 8km) around “international” and “local” Geneva and Lac Lemman linking key health, international and touristic landmarks.
- An inclusive event open to all ages and abilities, with accessible routes to enable participation of, as many people as possible.
- Other activities and interactive events will be located along the routes.



## Who can attend?

The event is open to all participants of all ages, including the general public, students and their families, WHO Member State delegations, staff from international organizations, non-governmental organizations other World Health Assembly participants, and advocates for health.

To keep the focus on “health for all”, participants are kindly asked to avoid promotion of issues of a political nature. We also remind of the importance of respectful and appropriate written and spoken references to all participants.

## How can you support?

There are many ways you can take part:

### Participate

1. Mobilize: build enthusiasm at your schools and workplaces to join the 19 May 2019 event in Geneva.
2. Leadership: invite senior leadership from your organizations to participate.
3. Come together: create a team in your organization and join the #HealthForAll movement.
4. Volunteer: join us on the day and support in a range of ways, from guiding people around the routes to helping arrange activities.

5. Bring your families to join in the fun – the three distances and activities along the way provide something for all.

### Build and support

6. Various ways exist to contribute to WHO's organization of the Geneva event, from in-kind to financial. Please contact Paul Garwood (garwoodp@who.int) for further information. Acknowledgement of your support can include visible recognition of official contributions through the event and its website.

7. Provide a display or activity in one of the fixed locations along the route.

8. Share how your organization is walking the talk in Geneva and around the world to promote #HealthForAll. Email [walkthetalk@who.int](mailto:walkthetalk@who.int) and show how you are helping make a healthier humanity, which we can feature on the WHO website.

### Promote

9. Promote: spread the word through your channels to make the 2019 event bigger and better. Make a commitment for health through social media (#HealthForAll, #WHA72).

### More information

Email: [walkthetalk@who.int](mailto:walkthetalk@who.int)

Web: [www.who.int/walk-the-talk-2019-Geneva](http://www.who.int/walk-the-talk-2019-Geneva)

