



NO EDUCATION, NO HEALTH! NO HEALTH, NO EDUCATION!



Health Promotion and Health Literacy Driving Universal Health Coverage and COVID-19 Recovery: Building Back Better for Better Health and Well-Being throughout the Life Course

Virtual Side Event of the 2022 High Level Political Forum

Co-sponsors: Group of Friends of Universal Health Coverage and Global Health, Group of Friends of Education and Lifelong Learning, World Health Organization, UNESCO, UNAIDS, International Federation of Red Cross and Red Crescent Societies (IFRC)

Date/Time: 13 July 2022, 13.00-14.30 EDT

Platform: Zoom (Registration link: https://who.zoom.us/webinar/register/WN_OyBFf2MdQn2UTXQz9IkHTQ)

BACKGROUND

Health promotion is the process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions. As a core function of public health, health promotion supports governments, communities and individuals to cope with and address health challenges, through building healthy public policies, creating supportive environments, and strengthening community action and personal skills.

Health literacy represents the personal knowledge and competencies that accumulate through daily activities, social interactions and across generations. Improving health literacy in populations provides the foundation on which citizens are enabled to play an active role in improving their own health, engage successfully with community action for health, and push governments to meet their responsibilities in addressing health and health equity. Meeting the health literacy needs of the most disadvantaged and marginalized societies will particularly accelerate progress in reducing inequities in health and beyond, in line with the 2030 Agenda for Sustainable Development.

In the **Political Declaration on Universal Health Coverage**, governments have committed to: “prioritize health promotion and disease prevention, through public health policies, good governance of health systems, education, health communication and health literacy, as well as safe, healthy and resilient cities, enabling people, throughout their life course, including, among others, adolescents, to have increased knowledge to take informed health decisions and improve health-seeking behaviour”.

Health promotion and health literacy are becoming increasingly critical to the viability and success of UHC policies and programmes, as well as for ensuring global health security and the broader social, economic and environmental ambitions of the 2030 Agenda for Sustainable Development are fully realized, providing an equal opportunity for all to fully develop their human potential.

COVID-19 has reaffirmed the importance of health promotion and health literacy, as response measures relied on existing tools, such as public information and immunization campaigns, and also highlighted growing challenges with the ways in which communities access information and governments foster trust. The level of health literacy of a population influences the understanding of health-related messages and subsequent health-related behaviors. To improve the uptake of public health recommendations and requirements, it is important for governments and institutions to develop educational strategies to improve health literacy throughout the life course, using language that is easily recognized in the community.

With current demographic shifts, epidemiological transition (e.g. non-communicable disease burden), compounded threats to human security, adverse impacts of climate change, antimicrobial resistance, misinformation and vaccine hesitancy, strengthening health promotion and health literacy are fundamental to advancing the right to the highest attainable standard of physical and mental health for everyone, everywhere.

OBJECTIVES

1. [Explore the role of schools](#) and the synergies between health and education sectors on which policy-makers can capitalize to improve access, cultivate health literacy and instill healthy behaviors for individual and population wide benefits.
2. [Explore the role of/opportunities for governments \(including local decision makers\) and public health institutions](#) to enhance health literacy through coordinated action with schools and communities, including through the healthy cities initiative, information and communications campaigns, with a focus on equity and in line with the principles of UHC.
3. [Address the dual challenge of misinformation and insufficient health literacy](#) through sharing best practices (and lessons learned from Covid-19) for improving literacy and trust in public health policies and recommendations and evidence on how health promotion including immunization and health literacy combat these challenges, reduce disparities in vaccination coverage, and encourage better health outcomes.
4. [Showcase national/subnational programmes](#) which prioritize health promotion and disease prevention, health literacy and communications, and/or healthy cities and enabling environments.

PROPOSED AGENDA (TBC)

13.00 – 13.20	High-Level Opening Segment		
	Mr. Werner Obermeyer, Director, WHO Office at the UN	Moderator	
	H.E. Mr. Don Pramudwinai, Deputy Prime Minister and Minister of Foreign Affairs, Kingdom of Thailand		
	Ms. Tamar Gabunia, First Deputy Minister of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs of Georgia		
	Mr. TAKEMI Keizo, Member of the House of Councilors, Japan		
	Representative of Greece on behalf of the Group of Friends of Education and Lifelong Learning		
	Dr Naoko Yamamoto, Assistant Director-General, Universal Health Coverage / Healthier Populations, WHO		
13.20 – 14.00	Panel Discussion: Case Studies		
	United States of America (TBC)	Case study: HPV VAX NOW campaign	
	Dean of the Faculty of Medicine, University of Jaffna, Sri Lanka (TBC)	Case study: Healthy City Programme	
	Mr. Christopher Castle, Chief of Section of Health & Education, UNESCO	Case study: Health Promoting Schools initiative	
	UNAIDS	Case study: Education Plus initiative	
	IFRC	Case study: Risk Communication and Community Engagement	

	Video on WHO/Qatar/FIFA collaboration	<i>Case study:</i> Sport and Health: Healthy FIFA World Cup Qatar 2022	Video
14.00 – 14.10	Panel Discussion: Policy Recommendations		
	Sione Tuitahi , President of the International Union of Health Promotion and Education (IUHPE)	Policy recommendations	
	Mr. Christo Thomas , Chair of the World Youth Group	Policy recommendations	
14.10 – 14.28	Open Discussion		
	Interventions from the floor		
14.28 – 14.30	Closing Remarks		

RESOURCES / VIDEOS

- [Health Promoting Schools](#)
- [Communication for Health](#)
- [Sport and Health: Healthy FIFA World Cup Qatar 2022](#)
- [Be Healthy, Be Mobile](#)
- [Global standards and indicators for health-promoting schools and systems](#)
- [Making every school a health-promoting school – Implementation Guidance](#)
- [Making every school a health-promoting school – Country case studies](#)
- [WHO guideline on school health services](#)
- [Life skills education school handbook Prevention of noncommunicable diseases](#)
- [Healthy Cities Effective Approach to a Changing World](#)
- [Health promotion glossary of terms 2021](#)