

The healthy3 initiative

Abstract

“Healthy People in Healthy Societies on a Healthy Planet”: this is not some far-off utopia, but the vision and working hypothesis of the healthy3 initiative. This initiative was launched by Health Promotion Switzerland ahead of the 20th IUHPE World Conference on Health Promotion, to be held in Geneva in 2010. The title of the jubilee conference is “Joining forces for Health, Equity and Sustainable Development”, and the healthy3 initiative is also committed to the same principle.

Health: a multidimensional issue

The World Conference and the healthy3 initiative aim to open up new horizons for health promotion. Health players should not act in isolation, but take a truly cross-sectoral approach.

The initiative is focusing on questions of health under present and future conditions. Of particular interest are the points of contact between health promotion and efforts to achieve sustainable development in a globalized world. Individual health, societal change and the environment are all interconnected. The healthy3 initiative aims to highlight these links, to identify cross-cutting themes and trends, and to take advantage of synergies between the various fields. It aims to raise awareness of the connections between health promotion and sustainable development, which have often been overlooked, and to promote joint action.

For this purpose, an Interdisciplinary Think Tank (ITT) was convened, bringing together representatives from various sectors – academia, public services, NGOs and business.

Nutrition: a key topic

Nutrition and food production are key issues both for health promotion and for sustainable development. This topic has therefore been addressed first of all, and a White Paper¹ has been prepared, analysing the entire food system in relation to health promotion and sustainable development.

Platform for Opinion Leaders

The White Paper serves as the basis for the Platform for Opinion Leaders (POL) at the World Conference in Geneva. This event will be opened by a keynote address – given by Rajendra Pachauri, chair of the Intergovernmental Panel on Climate Change – and a short presentation by Ilona Kickbusch, Director of the Global Health Programme and Lead Author of the White Paper.

This will be followed by a panel discussion, featuring Rajendra Pachauri, Hans-Rudolf Herren (Founder and President of the Biovision Foundation, President of the Millennium Institute), Mihály Kökény (former Health Minister of Hungary), Mary Amuyunzu-Nyamongo (Executive Director and co-founder of the African Institute for Health and Development in Nairobi, Kenya), Olivier Raynaud (Senior Director, Global Health & Healthcare Sector, World Economic Forum) and possibly also a business leader. The discussion will be chaired by Thomas Streiff (CEO of The Sustainability Forum Zurich).

(Wednesday, 14 July 2010, 09:00–10:30)

Implementation of the healthy3 initiative

The principle “Think Globally, Act Locally” also applies to the healthy3 initiative. Following the launch at the World Conference, concrete measures for achieving the goals of the initiative are to be elaborated at the international and national level. The next national health promotion conference organized by Health Promotion Switzerland – to be held in Davos on 6/7 January 2011 – will include a presentation of the initial results of follow-up work on the healthy3 initiative for Switzerland. The issue of the food system, analysed in the White Paper, will be the starting point for joint efforts on health promotion and sustainable development.

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¹ The White Paper “Triggering Debate – White Paper: The Food System: a prism of present and future challenges for health promotion and sustainable development”.