

## **20<sup>th</sup> IUHPE World Conference on Health Promotion, Geneva, Switzerland: Health, Equity and Sustainable Development**

The 20<sup>th</sup> IUHPE World Conference on Health Promotion, to be held in Geneva from July 11<sup>th</sup> through 15<sup>th</sup> 2010, will be focusing on health, equity and sustainable development. This event will bring together researchers, practitioners and decision-makers from a variety of disciplines.

The IUHPE World Conference on Health Promotion, held every three years, is one of the most important international events in the field of public health and health promotion. In 2010, more than 2,000 participants from the five continents are expected to attend this major global event in Geneva. Under the heading of “Joining forces for Health, Equity and Sustainable Development”, the aim of the meeting is to build bridges in practice and research between two closely connected fields – health promotion and sustainable development. The importance of interconnecting the two fields for the future of the planet will increase as a result of the global economic crisis and the impacts of climate change. *“Social inequality is on the rise, and solidarity will be challenged by the fight for resources and the increase in natural hazards. This will have direct impacts on the health of the population everywhere in the world,”* David McQueen (President of the International Union for Health Promotion and Education (IUHPE)). *“This explains the growing importance of international platforms for the exchange of ideas and expertise, such as the World Conference on Health Promotion.”*

“Geneva 2010” is guaranteed to provide ample food for thought and discussion. Speakers at the plenary and sub-plenary sessions will include high-profile figures from academia, as well as from governmental organisations and NGOs. One keynote speaker is the renowned human rights expert Professor Paul Hunt of the University of Essex (UK), who served as the UN Special Rapporteur on the right to health. Also speaking at the conference will be Laura Liswood, Secretary General of the Council of Women World Leaders, and Marides Fernando, the Mayor of Marikina City (Philippines) who has overseen a paradigm shift in local governance – from service provision to economic management.

Participants at “Geneva 2010” will have an opportunity to participate in dozens of parallel sessions and workshops. *“The aim of the conference is to highlight the broader picture, beyond the traditional understanding of health promotion,”* Thomas Mattig (Director of Health Promotion Switzerland, which is organising the event). *“To reach the goals of health promotion, it is vital nowadays to form institutional alliances and cooperate with partners in fields such as poverty reduction, development or even architecture.”*

**Up-to-date information on the conference is available on the official website:**  
[www.iuhpeconference.net](http://www.iuhpeconference.net)

**IUHPE** ([www.iuhpe.org](http://www.iuhpe.org))

The International Union for Health Promotion and Education (IUHPE) is over half a century old and draws its strength from being a unique worldwide, independent and professional association of individuals and organisations committed to improving the health and wellbeing of the people through education, community action and the development of healthy public policy.

**Health Promotion Switzerland** ([www.healthpromotion.ch](http://www.healthpromotion.ch))

Health Promotion Switzerland is a foundation financed by the Swiss cantons and insurance companies, and supervised by the Swiss government. The foundation initiates, coordinates and evaluates policies for the promotion of public health on behalf of the Swiss government. Health Promotion Switzerland's long-term strategy focuses on: Health Promotion and Prevention, Healthy Body Weight, and Mental Health and Stress, with a focus on Workplace Health Promotion.

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