Resilient public health systems are needed both on a local and global scale and within every country. However, the current situation consists of fragmented, variable and incomplete public health services and functions, with little common understanding of what a good public health service should look like.
VISION AND AIMS

• A succinct and practical implementation guideline

• Building on the work of:
  • 1978 Declaration of Alma-Ata on Primary Health Care
  • 1986 Ottawa Charter for Health Promotion

• Targeting public health associations, NGOs, civil society, universities, corporates and governments

• Planning and implementing strategies for better health outcomes across the globe

• Realising the potential of a healthy global citizenry to support economic growth, development, equity and stability
THE COMPONENTS
PROTECTION

ENVIRONMENTAL HEALTH

OCCUPATIONAL HEALTH

INTERNATIONAL REGULATION

EMERGENCY PREPAREDNESS

DISEASE CONTROL

IMPACT ASSESSMENTS
PREVENTION

VACCINATIONS
SCREENINGS
PLANNING
HEALTHCARE MANAGEMENT
COMMUNITY BASED HEALTH CARE
EVIDENCE-BASED HEALTH CARE
PROMOTION

PHYSICAL ENVIRONMENT

SOCIAL AND ECONOMIC ENVIRONMENT

RESILIENCE

LIFE COURSE HEALTH DEVELOPMENT

HEALTH LITERACY

HEALTHY SETTINGS
GOVERNANCE

LEGISLATION

FINANCING

POLICY

ACCOUNTABILITY & TRANSPARENCY

STRATEGY

ORGANISATION
ADVOCACY

EDUCATE THE PUBLIC

LEADERSHIP & ETHICS

HEALTH EQUITY

PEOPLE CENTRED APPROACH

COMMUNITY SECTOR ENGAGEMENT

SOCIAL MOBILISATION
CAPACITY

TEACHING

TRAINING

STANDARD SETTING

WORKFORCE PLANNING

ACCREDITATION

WORKFORCE DEVELOPMENT
REGIONAL AND INTERNATIONAL IMPLEMENTATION

- Invited WFPHA to consider how to make health and security systems work together through the Charter
- Added Charter to agenda of African Advisory Committee

- Commonwealth Implementation Tool seeks to advance global health security and sustainable wellbeing, based on the Charter

- Vienna Declaration reiterating commitment to Ottawa Charter, considering new and emerging threats to public health, building on SDGs and Charter
PUBLIC HEALTH ASSOCIATION IMPLEMENTATION

- **Australian**: Reshaped strategic plan around the Charter
- **Panamanian**: Launched “Generation Healthy Panama 2030” in line with Charter, Declaration of Panama and SDGs
- **Brazilian**: Requested WFPHA make a position statement on the Brazilian Government’s decision to cut health funding
- **Norwegian**: Publishing and distributing Charter to health ministers; Using Charter to lobby during 2017 election campaign
CHARTER LANGUAGES

- The Charter is now accessible in the following languages:
  - English
  - Spanish
  - Portuguese
  - Mandarin
  - Finnish
- French version will be available shortly
NEXT STEPS

• Increasing Charter **awareness**
  • **Teleconferences** to present and debate the Charter and discuss how to apply it in different settings, including country-specific teleconferences
  • Continuing the **translation** of the Charter into different working languages

• Working with WHO, governments and NGOs to **implement** the Charter and SDGs

• **Education**, **training** and **leadership** around the Global Charter
  • On-line and onsite **training of basic advocacy activities** around the Charter
  • **Collaboration with schools** of public health to align education to the role and needs of public health processionals
  • **Think tanks** with economists, anthropologists, politicians etc. from/in different settings

• **Monitoring** and **evaluation** in pilot countries
15th World Congress on Public Health

- 3-7 April 2017 in Melbourne, Australia
- Will focus on the Charter and its application
MELBOURNE DEMAND FOR ACTION

• Available following the 15\textsuperscript{th} World Congress on Public Health