Improving Health Globally

An opportunity to invest in the implementation of “A Global Charter for the Public's Health”
Investment in public health is cost-effective and provides multiple economic and social benefits for both the public and private sectors.

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Executive Summary

Following the successful launch of *A Global Charter for the Public’s Health (the Global Charter)* at the 69th World Health Assembly the World Federation of Public Health Associations (WFPHA) is calling on organisations, public health associations, corporations, and individuals to invest in the implementation of the *Global Charter*.

WFPHA is an international, nongovernmental organisation composed of over 115 association members that represents around 5 million public health professionals worldwide. WFPHA has recently been re-accredited as an NGO in ‘official relations’ with World Health Organisation (WHO). This status has been maintained since 1971. Our organisation collaborates with the WHO to advance the field of public health through the promotion of pro-health policies, strategies and best practices internationally. The WFPHA is also accredited with the United Nations Environment Programme (UNEP) and holds consultation status with the United Nations Economic and Social Council (ECOSOC).

The WFPHA is seeking to provide opportunities for investment from companies and organisations that are dedicated to improving health throughout the world. Investment in public health is cost-effective and provides multiple economic and social benefits for both the private and public sectors. In engaging with sectoral interests, we will foster collaborative efforts among governments, businesses peoples, local communities, NGOs, and youth for a new approach with tangible commitments.

Working with the support of companies and organisations to implement the *Global Charter* and guarantee a sustainable wellbeing for the current and the next generation, represents a unique opportunity to demonstrate commitment and responsibility in public health to a global constituency. Engaging in this project therefore represents an unparalleled opportunity to engage with the WFPHA on this global agenda.

Approach

The approach to the implementation of the *Global Charter* includes:

- Building knowledge and capacity
- Education, training and leadership around the *Global Charter*
- Monitoring and evaluation in pilot countries

Opportunity

The WFPHA offers four opportunities to engage with the organisation at an international level:

- **Global Charter Implementation Champion** (US$100,000 USD)
- **Public Health Companion** (US$50,000 USD)
- **Gold Investment** (US$30,000 USD)
- **Silver Investment** (US$10,000 USD)

*Please note:* These investments may provide taxation benefit.
Context of the *Global Charter*

Political leaders increasingly perceive health as being crucial to achieving growth, development, equity and stability throughout the world. Health is now understood as a product of complex and dynamic relations generated by numerous determinants at different levels of governance. Governments need to take into account the impact of social, environmental and behavioural health determinants, including economic constraints, living conditions, demographic changes and unhealthy lifestyles in the WHO Member States. This understanding in the context of increasing globalization necessitates a clear, overarching strategy in the changing societal and political environment.

Following a request from the WHO Director-General to address these challenges, the WFPHA developed the *Global Charter* as the main output of its collaboration plan with the WHO to adapt global health practice in the light of, and in conjunction with, the Sustainable Development Goals (SDGs). The *Global Charter* brings together the best of all the existing models to provide a comprehensive, clear and flexible framework that can be applied on a national or global scale. The framework is a tool for assessment, planning, training, evaluation, and accreditation and can be implemented in low, middle, or high income countries. Moreover, the *Global Charter* intends to facilitate global health security and sustainable, fair health outcomes and to strengthen leadership and governance, scale up workforce planning and public health capacity-building, standardize assessment and improve the quality of health systems.

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Global health development requires a balanced, multisectoral approach that combines theoretical models and realistic application to drive research and social change. The framework of the *Global Charter* highlights:

**Services (a group of core services)**
- Protection
- Prevention
- Promotion

**Enabler Functions**
- Governance
- Advocacy
- Capacity
- Information
Implementation: Investing in health

Building knowledge and capacity around the Global Charter

The first steps of the Global Charter’s implementation are already underway. The actions have been on three levels:

1. WFPHA has presented and debated the Global Charter with ministers and professionals at the 69th World Health Assembly during a side event inside the Palais des Nations and through a resolution read during the Assembly, as well as at the Commonwealth meeting (Geneva, Switzerland, May 2016).

2. WFPHA, in association with the University of Geneva, presented the Global Charter to the population of Geneva during a round-table conference (Geneva, Switzerland, June 2016).

3. WFPHA has launched a survey among its public health association members, over 100 IANPHI members, leading international NGOs, federations, organisations and corporations to determine if and how the Global Charter can be adopted, applied and implemented in the organisations and countries. Special focus has been paid to the conceptualization of what is global public health today, and how the Global Charter can be used to shape the strategic plan of public health associations and as a tool for advocacy.

Main expected outputs

> Agree on a new conceptualization of Global Public Health and education needs for new public health professionals

> Evaluate how the Global Charter can be applied at the local level to shape the strategic plan for public health associations (PHAs) and governments and as a tool for advocacy

> Encourage national public health associations and institutions to adopt the Global Charter and use it to shape their strategic plan and as a tool for advocacy at local and global levels

In addition, press releases, videos and interviews have been released to inform the media, professionals and the public about the Global Charter at the local and global level through the support of our governing council and active members who have shared the information with journalists, politicians, bureaucrats, ministers and professionals in different settings.
Main Implementers

The World Health Organisation adopted the Global Charter as one of the fundamental frameworks of the new Essential Public Health Functions (EPHFs). The EPHFs are based on a review of all peer-reviewed and grey literature describing EPHF frameworks and experiences over the past 25 years. The content of the various EPHF frameworks was analyzed to identify common and different themes across regions and countries.

The European Public Health Association has adopted the Vienna Declaration, which reiterates its commitment to the Ottawa Charter, and takes into account new and emerging threats to public health, building on the SDGs and the Global Charter.

The Panamanian Public Health Society launched ‘Generation Healthy Panama 2030’ in line with the Global Charter to promote and systematically measure universal access to a set of specific social determinants of health throughout the life cycle.

The Public Health Association of Australia reshaped their strategic plan around the Global Charter and is working with the government on the most effective way to implement the intent of the Global Charter.

The WFPHA Oral Health Working Group used the Global Charter as the basis for training and education programs on correct oral health practices for children in Mexico City.

Multiple universities, including Maastricht University, have incorporated the Global Charter into the curricula of their programs.

Delegates from the WFPHA have presented the Global Charter and its key messages at national and international conferences including the International Conference on Public Health in Indonesia, European Public Health Conference in Sweden, International Public Health Forum on the Global Charter for the Public’s Health in Cameroon, Association of Schools of Public Health in the European Region Conference in France, and Public Health Association of South Africa Annual Conference in South Africa.

Education and training for the Global Charter

A yearly workshop or webinar regarding specific aspects of the Global Charter and its application is held at the WFPHA international office in Geneva. Previous themes have included antimicrobial resistance and nutrition strategies. Open to all professionals at a middle/upper management level in their institutions, the workshops provide education and training necessary for applying the Global Charter within their organisation’s context. Stakeholders from government, nongovernmental organisations, corporations, and others learn about how the Global Charter has been included in operational strategies. The workshop model can be applied in other countries or be used as a pilot to develop a training center based on Global Charter principles.

Monitoring and evaluation in pilot countries

Following initial dissemination, the Global Charter will be updated and, if appropriate, adapted for individual countries and regions. Implementation plans will also be prepared to assist in the development of national PHAs’ strategic planning initiatives. Pilot PHAs in low and middle income countries will be selected to receive support to adopt the Global Charter for use in their strategic plans. Additionally, professionals within the PHAs will be trained on how to utilize the Global Charter as a tool for advocacy. Main advocacy activities will focus on boosting appropriate education for public health professionals and within the government, and on how to advocate with ministries and departments to sustain the adoption of the Global Charter framework. A two-step output evaluation will occur five and ten years after the Global Charter’s adoption to assess the impact on education and advocacy in the country.

A detailed timeline, list of activities, and description of deliverables will be provided upon request.
## Recognition for Investors

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<th>OPPORTUNITY</th>
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<th>INVESTMENT (USD)</th>
<th>NUMBER AVAILABLE</th>
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<tr>
<td>Global Charter Implementation Champion</td>
<td>Top level placement of the logo on the WFPHA website sponsors page, first listing status as <em>Global Charter Implementation Champion</em>&lt;br&gt;100-word corporate description on the WFPHA Website, Newsletter and Facebook page&lt;br&gt;Logo in all training materials related to the Charter implementation&lt;br&gt;Logo on Sponsor signage at venues (pilot countries trainings and Geneva workshop)&lt;br&gt;Logo on Sponsor acknowledgment slide at the beginning of the trainings (pilot countries) and Geneva workshop&lt;br&gt;Booths available for materials distribution during the on-site training in the two pilot countries and during the workshop in Geneva&lt;br&gt;Logo on all collateral material produced for the <em>Global Charter</em> implementation project, including promotional fliers (electronic and hard copy) and brochure&lt;br&gt;Logo and acknowledgment in all posters and other presentations related to the <em>Global Charter</em> implementation&lt;br&gt;Acknowledgment in any article related to the <em>Global Charter</em> implementation&lt;br&gt;A free entrance courtesy to the World Congress of Public Health and a 5 minute presentation in a dedicated plenary session upon request</td>
<td>$100,000</td>
<td>Exclusive Opportunity</td>
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<td>Public Health Companion</td>
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<td>$50,000</td>
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<td>Gold Investment</td>
<td>Sponsorship of the training program for professionals in pilot countries. The investment will be allocated in the set up and development of the on-site training (e.g. training material, part of the human resources salary managing the course, travels, media campaign, etc.). We offer:</td>
<td>$30,000</td>
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<td>Silver Investment</td>
<td>Sponsorship of the member state workshops such as that to be held in Geneva on the <em>Global Charter's</em> implementation. The investment will be allocated to the set up and development of the workshop (e.g. training materials, catering service and media campaign, etc.). We offer:</td>
<td>$10,000</td>
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Approval of WFPHA Governing Council may be required once an investment proposal is received by the WFPHA. The normal approach is to gain this approval quite quickly through email.
Diplomat of the *Global Charter*: $200 USD/year

Individuals are invited to become Diplomats of the *Global Charter*, spreading the *Global Charter* within their country and network and sustaining this global public health revolution within their working and living context.

We offer:

- Diplomat name listed on the WFPHA website *Global Charter’s* Diplomat page
- 100-word biography posted on the WFPHA Facebook page
- Use of the title “Diplomat of the *Global Charter*” after his/her signature for the year selected
- 5% reduction on the entrance fees of the World Congress on Public Health next to the selected year
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