WFPHA Public Health Leadership coalition

Concept-note

Public health has been the invisible guardian of the health and wealth of the populations for decades. Health is a political choice and a global public good. Leadership, equity and innovation are key drivers of coordinated actions at national and international level.

The Global Charter for the Public’s Health, developed by the World Federation of Public Health Associations jointly with the World Health Organization, is a comprehensive framework that can make the difference in public health and facilitate the global response to health treats.

The COVID-19 pandemic has highlighted the clinical, financial, social, political and clinical threats. While public health is no more invisible, medicine has often eclipsed public health. The multidisciplinary public health workforce needs to take advantage of this situation to claim its role, strengthen the health and social systems and have a fair sit at the table with decision-makers.

To achieve this aim, the set-up of a WFPHA Public Health Leadership Coalition is proposed by WFPHA president Prof Ricciardi to the Governing Council. This coalition will be made by about 15 world-class public health experts representing the different regions and fields of public health from education to fieldwork, to advocacy etc. The Coalition will develop and implement a strategy to raise the profile of public health and guarantee fairness and sustainability for its workforce taking advantage of the post-COVID-19 environment. Equity, respect and trust will be the backbone of such approach.

One to two specific areas of intervention will be agreed by the coalition along with a term of reference during the first meeting. The coalition will meet every 3 months by teleconference and if possible once per year face to face. The Coalition will be coordinated by WFPHA HQ and appropriate fundraising approach, in accordance with WFPHA policies, will be performed to sustain the activities of the Coalition.