THE COMPONENTS
AIM

• 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
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
GOVERNANCE

LEGISLATION

FINANCING

POLICY

ACCOUNTABILITY & TRANSPARENCY

STRATEGY

ORGANISATION
CAPACITY

TEACHING

TRAINING

STANDARD SETTING

WORKFORCE PLANNING

WORKFORCE DEVELOPMENT

ACCREDITATION
REGIONAL AND INTERNATIONAL IMPLEMENTATION

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

- European Public Health Association: Vienna Declaration reiterating commitment to Ottawa Charter, considering new and emerging threats to public health, building on SDGs and Charter.

- Commonwealth: Commonwealth Implementation Tool seeks to advance global health security and sustainable wellbeing based on the Charter.
PUBLIC HEALTH ASSOCIATION IMPLEMENTATION

- Australia: Reshaped strategic plan around the Charter
- Panama: Launched ‘Generation Healthy Panama 2030’ in line with Charter
- Brazil: Requested WFPHA make a position statement on the Brazilian Government’s Decision to cut health funding
- Norway: Publishing and distributing Charter to health ministers; Using Charter to lobby during 2017 election campaign
- Global Health Centre – Graduate Institute: Working on enabler functions of Charter
- Mongolia: Developed the Health Charter, based on the WFPHA’s Charter
- Cameroon: Distributed the Charter to Ministry of Health, civil society, and professional associations
The Charter is now accessible in the following languages:

- English
- Portuguese
- Mandarin
- French
- Spanish
- Finnish
- Kiswahili
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

was held

• 3-7 April 2017 in Melbourne, Australia
• Focused on the Charter and its application
MELBOURNE CALL TO ACTION

• At the conclusion of the 15th World Congress on Public Health, held 03 – 7 April 2017 in Melbourne (Australia), the WFPHA issued the Melbourne Demand for Action, a call for world leaders to make the public’s health a priority.
World Federation of Public Health Associations
Demand for Action- Melbourne 2017

On the occasion of the WFPHA 50th Anniversary and the Melbourne World Congress on Public Health

We, the partner organisations, with the delegates from over 83 countries gathered in Melbourne, Australia from 3-7 of April 2017 for the 15th World Congress on Public Health to celebrate the 50th anniversary of the World Federation of Public Health Associations (WFPHA). Together we articulate our concerns for the public’s health and demand world leaders make the public’s health a priority. Public health professionals and the institutions that represent them need to engage with leaders for the following reasons:

- Globalization is making us more dependent on one another, increasingly meaning the health of one person is intrinsically linked to the health of others.
- There is evidence of the impact of social, environmental, political and economic determinants of health on the public’s health, with opportunities to design environments that will support healthy choices. At the same time, there are huge risks for the public’s health if opportunities to design environments that will support healthy choices are not fully exploited.
- Security and stability, while responsibilities of individual countries are also linked to shared global governance. The right to health can only be enforced if a sustainable health system with efficient public health functions is available in every country.
- The effectiveness of the health system and its public health functions in one country impacts on health and health services of other countries.
As the only non-governmental organisation representing the broad interests and voice of public health at a global level with the support of our partners and the delegates, we make the following demands:

**VOICES – our commitment**
Public health is the science and art of preventing disease, prolonging life and promoting health through the organized efforts of society. Health systems and public health functions can be treated as global public goods. It is the role of public health professionals and their organisations to contribute to:
- Improving health outcomes for all
- Fighting inequity as the primary driver of poor health, with particular emphasis on women, children, Indigenous peoples as well as poor and marginalized communities
Demanding political, social, environmental and economic change across all sectors for better and more sustainable health.

**VISION – building on the past, looking to the future**
We recognize the role played to improve health through the Declaration of Alma-Ata in 1978 The Ottawa Charter on Health Promotion in 1986, the Rio Political Declaration on Social Determinants of Health in 2011, the United Nations Sustainable Development Goals 2016, the Shanghai Declaration on Promoting Health in the 2030 Agenda for Sustainable Development 2018 and a series of declarations from preceding WFPHA World Congresses on Public Health.

We seek to build on these and our work over the last 50 years. Our future vision for a healthier world is set based on Protection, Prevention and Health Promotion as set out in the WFPHA’s A Global Charter for the Public’s Health and the UN Sustainable Development Goals.

**ACTION – using different sets of knowledge, tools and skills**
As public health professionals we strive to fully apply the mechanisms available to government, industry, private enterprise, academia and civil society to protect the public’s health, embrace prevention and promote health and wellbeing. We will make full use of social innovation and interactive technologies to encourage and support governments to promote equity and social inclusion while harnessing the knowledge, skills and priorities of our diverse populations through strong community engagement.