



11th IUHPE European Conference on Health Promotion

Girona Statement of the 11th European Conference on Health Promotion

We, the conference participants, meeting virtually in Girona from 15-16 June 2021, under the theme **Health Promotion: Transformative action in a changing Europe** recognize that:

There are challenges emerging from the conference:

1. Advance comprehensive approaches towards sustainable development;
 2. Prioritize health equity through reorienting professional competencies and investing in health promotion infrastructures (services) and capacity building.
 3. Promote participation and co-design of health and wellbeing initiatives using innovative methodologies that improve management and shared knowledge.
- Tackling **climate change** involves cross-sectoral action and comprehensive approaches. Health policies are required to integrate **sustainability** into their goals, strategies and actions, according to a one health vision and the Agenda 2030.
 - Addressing **health equity**, tackling the challenge of poverty and the social gradient, must become a major goal of any health promotion initiative. Health policies need to pursue the five main areas defined in the Ottawa Charter for Health Promotion, in terms of reorienting health services and refreshing the traditional health promotion competency of professionals. Responding to new challenges will require an up-skilling of health promotion professionals that can be best achieved through an ongoing and closer collaboration between research and practice to consider the following areas: sensitive and reflexive cultural competence, social science methods, program design within a specific cultural context, engagement with communities to give them more of a voice and to have an active role in program.
 - In complex European societies, community networks and participatory actions are crucial to involve to the community. It must be ensured that local knowledge and



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wisdom facilitates **participation and co-design** of health and wellbeing initiatives, strengthening and enhancing bottom-up strategies, so that they can be articulated with more traditional top-down initiatives. To this end, it is key to combine macro and micro programs, using innovative methodologies in order to implement shared knowledge.