

PROMOTING HEALTH AND WELLBEING TOWARDS 2030: TAKING THE OTTAWA CHARTER FORWARD IN THE CONTEXT OF THE UN SUSTAINABLE DEVELOPMENT AGENDA 2030

Our purpose

On the occasion of the 30th anniversary of the 1986 WHO Ottawa Charter on Health Promotion, the EuroHealthNet Partnership is reflecting on its values and approaches for priorities over the years to come. For health promotion this offers new opportunities to improve governance, ensure sustainable policy making and implement improvements in a new global context based on the 2030 Agenda for Sustainable Development. Many health promotion values, principles and approaches from the Ottawa Charter and outcome statements thereafter are now widely recognized, but much more is needed and can be done facilitated by the UN Agenda 2030.

This new Agenda is universal: it should be implemented globally, nationally and locally. The 17 Sustainable Development Goals (SDGs) present public health and health promotion with two key challenges:

- How to translate and transform these goals into policies, strategies and practices?
- How to contribute to and benefit from the implementation of the SDGs at all levels?

As the leading European Partnership for improving health, equity and wellbeing, EuroHealthNet contributes our knowledge and experience to help meet these challenges, and to share our vision on what we want health promotion to achieve by 2030.

Moving forward: promoting health in a rapidly changing world

Equity, social justice, community engagement and empowerment of women and men are at the heart of health promotion. These values are being challenged as the planet and Europe is confronted by demographic (ageing, migration), economic, social, environmental, technological, political and cultural changes. The implications for people and health promotion are huge, but

can be significantly progressed through cross-cutting and joint efforts as outlined in the SDGs and subsequent targets. A world of constant change requires us to be more attentive, responsive, dynamic and innovative than ever before. We can do that by drawing on our shared values regarding equity and wellbeing in modern settings and acting on the realities we face.

Sustainable policy making

Health promoters have long argued for integrated policy making. The ultimate aim is to successfully address the root causes of poor and inequitable health across the social gradient. Our understanding of the diversity of health determinants and the way they are interrelated has progressed. We understand the scope of these determinants at local, regional, national and

global levels and search for effective approaches to address them at all those levels. We have learned to build bridges with other influential policy areas. This playing field has however also become increasingly complex. We need to improve liaison and cooperation, present better, negotiate smarter and explore compromises to pave for next steps.

Building and applying new knowledge

A focus on the determinants of health is not enough; we must continuously evaluate and update our understanding of the “causes of the causes of ill health”. In tomorrow’s world we need new insights into societal and economic models, concepts of the ‘risk society’ and how impacts change over people’s life course, digitaliza-

tion and the influence of (social) media. Researching, informing, raising awareness, empowering communities and involving people, plus building the skills and capacities to anticipate, evaluate and respond to such developments from a health equity perspective, are of utmost importance.

Transforming health systems

The reorientation of health services is where the least progress in the Ottawa Charter can be noted. We have much evidence about the value of health promotion to health systems performance, outcomes and sustainability, making the case for better investments. The wide gaps between the worlds of promoting health and curing disease basically remain. All mechanisms

should champion the importance of strengthening health promotion, preventative services and public health. We need to transform struggling curative services into health promoting health systems, which are proactive to emerging challenges and resilient to shocks and crises.

Improving ways in which we work and the resources we need

We need to safeguard health as a human right and a value in itself, as well as demonstrate its value to inclusive growth and prosperity. We need to develop the leadership, skills and capacities to deliver on 'whole-of-society' strategies to promote health and prevent disease. Sustainable investments in leadership, workforce, organisational and partnership development within and beyond governments are key and urgent,

particularly at more local levels. Improved, timely advocacy is essential, linked to human rights based approaches addressing political determinants of well-being. Health promotion training and competence development, also as part of medical curricula, should become mainstream practice. Integrated health equity impact assessments, evaluation, monitoring and outcomes analysis must be core components.

REJUVENATE: 10 steps we can take to achieve the 2030 Agenda

We suggest these top ten approaches by which we make our diverse contributions to achieving the Sustainable Development Goals, plus measure progress on health and wellbeing in the coming decade. We call them our 'REJUVENATE' framework for health promotion:



1. **BE RESPONSIVE**
adapt to challenges and use opportunities;



2. **BE EQUITABLE**
address the 'causes of the causes';



3. **BE JOINED-UP**
build partnerships and governance across sectors;



4. **BE UPDATED**
act smartly to influence 21st century realities;



5. **BE VALUE DRIVEN**
develop values and the right to health in new contexts;



6. **BE ETHICAL**
promote fair standards in all we do;



7. **BE NEW**
create and implement new ideas



8. **BE ACTIVE**
practice inclusive engagement



9. **BE TECHNOLOGICAL**
understand and apply technical and digital advances;



- 10 **BE ECOLOGICAL**
sustain and protect our environments;

At www.eurohealthnet.eu we have placed a full statement with more details about these priorities and challenges, including background information and resources to support discussion, adaptation and implementation. Do please send your feedback, comments, suggestions and ideas to our Executive Board via Caroline Costongs, Managing Director, at c.costongs@eurohealthnet.eu

If you wish to join us or partner with us you can do so <http://eurohealthnet.eu/join-us/become-eurohealthnet-member>.