



9th Global Conference
on Health Promotion
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Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development



We recognize that health and wellbeing are essential to achieving sustainable development

On 21-24 of November 2016 in Shanghai, China, we formally recognize that health and wellbeing are essential to achieving the United Nations Development Agenda 2030 and its Sustainable Development Goals.

We reaffirm health as a universal right, an essential resource for everyday living, a shared social goal and a political priority for all countries. The UN Sustainable Development Goals (SDGs) establish a duty to invest in health, ensure universal health coverage and reduce health inequities for people of all ages. We are determined to leave no one behind.

We will promote health through action on all the SDGs

Healthy lives and increased wellbeing for people at all ages can be only achieved by **promoting health through all the SDGs** and by engaging the whole of society in the health development process. The transformative, practical, high impact and evidence-based strategies developed in the wake of the Ottawa Charter for Health Promotion provide us with a compass. We confirm their enduring relevance. This means acting decisively on all determinants of health, empowering people to increase control over their health and ensuring people centered health systems.

We will make bold political choices for health

We face a new global context for health promotion. People's health can no longer be separated from the health of the planet and economic growth alone does not guarantee improvement in a population's health. Health security challenges are on the rise and powerful commercial forces work to counteract health. The wide spectrum of global health crises is a testimony of these rapid changes and requires an integrative response.

Unacceptable health inequities require political action across many different sectors and regions. They also require global collective action. If we are to leave no one behind this includes determined action on the rights of women, people on the move and of the increasing number of people affected by humanitarian and environmental crisis. We will prioritize good governance, local action through cities and communities, and people's empowerment by promoting health literacy. We will place a high priority on innovation and development to support people's enjoyment of a healthy life and give precedence to the health of the most vulnerable.

Good governance is crucial for health

Policies for health and social justice benefit the whole of society. Failures in governance are too often detrimental to action to promote health, at national and at global level. The interdependence and universality of the SDGs offer great potential benefits from investing in all determinants of health.

We recognize that governments have a fundamental responsibility at national, local and global level to address the damaging effects of unsustainable production and consumption. This includes offsetting economic policies that create unemployment and unsafe working conditions, and enable marketing, investment and trade that compromise health. We also call on business leaders to demonstrate good corporate governance - profit must not stand above people's health. This is of particular concern in fighting the NCD epidemic.

We commit to

- apply fully the **mechanisms available to government** to protect health and promote wellbeing through public policies;
- **strengthen legislation, regulation, and taxation** of unhealthy commodities;
- **implement fiscal policies** as a powerful tool to enable new investments in health and wellbeing - including strong public health systems;

- introduce **universal health coverage** as an efficient way to achieve both health and financial protection;
- **ensure transparency and social accountability** and enable the broad engagement of civil society;
- **strengthen global governance to better address cross border health issues;**
- consider the growing importance and value of **traditional medicine**, which could contribute to improved health outcomes, including those in the SDGs.

Cities and communities are critical settings for health

Health is created in the settings of everyday life - in the neighbourhoods and communities where people live, love, work, shop and play. Health is one of the **most effective markers** of any city's successful sustainable development and contributes to make cities inclusive, safe and resilient for the whole population.

Together with city leaders we must address the toxic combination of rapid rural-to-urban migration, global population movements, economic stagnation, high unemployment and poverty as well as environmental deterioration and pollution. We will not accept that city residents in poor areas suffer ill-health disproportionately and have difficulty accessing health services.

We commit to

- prioritize **policies that create co benefits** between health and wellbeing and other city policies, making full use of social innovation and interactive technologies;
- support cities to **promote equity and social inclusion**, harnessing the knowledge, skills and priorities of their diverse populations through strong community engagement;
- re-orient health and social services to **optimize fair access** and put people and communities at the centre.

Health literacy empowers and drives equity

Health literacy empowers individual citizens and enables their engagement in collective health promotion action. A high health literacy of decision-makers and investors supports their commitment to health impact, co-benefits and effective action on the determinants of health. Health literacy is founded on inclusive and equitable access to quality education and life-long learning. It must be an integral part of the skills, and competencies developed over a lifetime, first and foremost through the school curriculum.

We commit to

- recognize health literacy as a **critical determinant of health** and invest in its development;
- develop, implement and monitor intersectoral **national and local strategies for strengthening health literacy in all populations and in all educational settings;**
- **increase citizens'** control of their own health and its determinants, through harnessing the potential of digital technology;
- Ensure **that consumer environments support healthy choices** through pricing policies, transparent information and clear labelling.

Call to action

We recognize that health is a **political choice and we will counteract interests detrimental to health and remove barriers to empowerment** - especially for women and girls. We urge political leaders from different sectors and from different levels of governance, from the private sector and from civil society to join us in our determination to promote health and wellbeing in all the SDGs. Promoting health demands coordinated action by all concerned, it is a shared responsibility. With this Shanghai Declaration, we, the participants, pledge to accelerate the implementation of the SDGs through increased political commitment and financial investment in health promotion.