

## Building bridges for a healthy, sustainable future

The IUHPE World Conference on Health Promotion is turning twenty! The jubilee event – to be held in Geneva in the summer of 2010 – is devoted to health, equity and sustainable development. This major gathering will bring together researchers, practitioners and decision-makers from a wide variety of disciplines.

The World Conference of the International Union for Health Promotion and Education (IUHPE) is one of the most important global events in the field of health promotion and public health. The 20<sup>th</sup> international meeting is hosted in Geneva, from 11 to 15 July 2010, well known venue for many major conferences and as home of numerous UN organisations and NGOs in the health sector, including the World Health Organization (WHO) and the International Committee of the Red Cross (ICRC). The jubilee conference, entitled “Geneva 2010: Joining forces for Health, Equity and Sustainable Development”, is being organised by Health Promotion Switzerland, on behalf of the International Union for Health Promotion and Education.

IUHPE World Conferences have traditionally attracted widespread interest. According to Conference Organiser, Erich Tschirky (Health Promotion Switzerland):

*We're expecting over 2000 attendees from more than 90 countries. These will include not only researchers and professionals, but also policymakers and other decision-makers, as well as representatives of government agencies, NGOs and the business community.*

## Identifying future challenges

This international health promotion gathering, held every three years, provides an ideal opportunity to gain an overview of the current state of thinking and debate in all areas of health promotion. But the organisers' aims go beyond this: IUHPE conferences are designed to identify future challenges and shape the agenda so as to advance developments in health promotion. For the jubilee event, the conference organisers have set themselves the ambitious goal of building bridges between the interrelated fields of health promotion and sustainable development. “Geneva 2010” should help to improve the coordination of efforts in these two areas. Attention will be focused on questions such as the effects of increasing mobility and urbanisation on health and lifestyles, or the impacts of environmental and economic changes.

Cooperation between the two fields is of major importance for the future, as Thomas Mattig, Director of Health Promotion Switzerland, emphasises:

*Comparative studies clearly show that how healthy our lives are depends on the conditions into which we are born. The conditions under which people grow, live, work and age are shaped by factors such as the distribution of power, politics, education and the economy. But they are also determined by how society deals with inequalities and limited resources. These are all concerns not only of health promotion but also of sustainable development. In Mattig's view, there is an urgent need to forge new alliances so as to meet global challenges.*

## **Inspiring insights from research and practice**

At “Geneva 2010”, a large number of prominent speakers will be sharing insights and providing inspiration for participants’ work in the fields of policy, research and practice. Keynote speakers include Professor Paul Hunt of the University of Essex (UK), a leading human rights expert who served as the UN Special Rapporteur on the right to health, and Laura Liswood, Secretary General of the Council of Women World Leaders. Also speaking at the conference will be Marides Fernando, a former business executive and now the award-winning Mayor of Marikina City (Philippines).

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### **Practical information**

IUHPE members who register early can attend the whole conference for CHF 1140. Daily passes are available for CHF 610. Students will receive a discount. Early bookers will also benefit from reduced hotel rates. Rooms in various hotel categories have been reserved for the event. Other types of low-cost accommodation are also available. Further information can be found at: [www.iuhpeconference.net](http://www.iuhpeconference.net)