Nairobi Health Promotion Call to Action

URGENT RESPONSIBILITIES:

• STRENGTHEN LEADERSHIP AND WORKFORCES
• MAINSTREAM HEALTH PROMOTION
• EMPOWER COMMUNITIES AND INDIVIDUALS
• ENHANCE PARTICIPATORY PROCESSES
• BUILD AND APPLY KNOWLEDGE
ACTING TOGETHER

- DEVELOPING AND DEVELOPED COUNTRIES ARE FACING A SURGE OF PREVENTABLE DISEASE THAT THREATENS TO UNDERMINE THEIR FUTURE ECONOMIC DEVELOPMENT.
- FIVE URGENT RESPONSIBILITIES FOR GOVERNMENTS AND STAKEHOLDERS
- THE NAIROBI CALL TO ACTION FOR CLOSING THE IMPLEMENTATION GAP IN HEALTH PROMOTION HAS STRONG GLOBAL SUPPORT, IS URGENTLY NEEDED AND WILL MAKE A PROFOUND DIFFERENCE TO PEOPLE’S LIVES.
Global Commitment (1)
To use the Untapped Potential of Health Promotion

Participants pledged, as champions, to:

• Use the existing evidence to prove to policy-makers that health promotion is fundamental to managing national and global challenges such as population ageing, climate change, global pandemic threats, maternal mortality, migration, conflict and economic crises;

• Revitalize primary health care by fostering community participation, healthy public policy and putting people at the centre of care;

• Build on the resilience of communities by harnessing their resources to address the double burden of non-communicable and communicable diseases.
Compromiso Global (2)

To Make Health Promotion Principles Integral to the Policy and Development Agenda

Participants called on governments to exercise their responsibility for public health, including working across sectors and in partnership with citizens, in particular to:

• Promote social justice and equity in health by implementing the recommendations of the WHO Commission on the Social Determinants of Health;

• Accelerate the attainment of national and international development goals by building and redistributing resources to strengthen capacity and leadership for health promotion;

• Be accountable for improving people’s quality of life and well being
Participants requested Member States to mandate WHO to:

- Develop a Global Health Promotion Strategy and action plans, with regional follow-up that respond to the major health needs and incorporate cost-effective and equitable interventions;
- Strengthen its internal capacity for health promotion, and assist Member States to develop sustainably funded structures and set up accountable reporting mechanisms for investment in the promotion of health;
- Disseminate compelling evidence on the social, economic, health and other benefits of health promotion to key sectors.