

**Health Promotion Forum of the Americas:
Enabling and Empowering Partnerships for Health
Santiago, Chile, 20 October 2002**

The Chile Commitment for Health Promotion

Gathered in Santiago, Chile the participants of the Health Promotion Forum of the Americas, on the occasion of the Centennial of the Pan American Health Organization, Regional Office of the World Health Organization (PAHO/WHO), inspired by the health promotion principles and values in the Ottawa Charter, establish the following Commitment.

Recognizing the urgency of addressing the social determinants of health and acknowledge the different challenges that each State faces, reaffirm that it is necessary to strengthen the mechanisms of collaboration among all sectors and levels of society in order to promote health and equity.

Are mindful that the 43rd Directing Council of the Pan American Health Organization in September 2001 and the Mexico Statement of 2000 (Fifth Global Conference on Health Promotion) committed countries to significantly strengthen healthy public policies, as well as health promotion planning, surveillance and evaluation in the Americas.

Encouraged by this historic consensus and aware that there is evidence of the effectiveness and best practices of health promotion strategies, we agree to carry out the following concrete actions:

1. Significantly strengthen the necessary policy and judicial frameworks as a solid base for health promotion.
2. Develop national health promotion action plans together with public and private sectors and civil society, backed by stable financing, legal frameworks, and organizational infrastructure.
3. Implement national action plans with goals and health targets to promote and protect the health of populations, especially the most vulnerable groups, in accordance with the needs and priorities of each country.
4. Encourage the development of subregional health promotion plans with objective and goals according to priority areas of common interest, while at the same time strengthening cooperation and solidarity among countries.
5. Establish healthy public policies that promote quality of life and social development beyond the health sector, contributing to forming alliances between public and private sectors and civil society.

6. Incorporate health promotion as a central component in the health sector reform process and as a basic element in the reorientation of health systems and services, improving access to services and essential drugs.
7. Reinforce the relationship between national policy and local actions. As part of the decentralization process of health promotion, local authorities are assuming leadership to position health on the political agenda, reinforcing health promotion in municipalities, communities, schools and work places.
8. Implement local action plans with goals and health targets or objectives, strengthening healthy municipalities and communities, a healthy diet and physical activity, the prevention of violence and accidents, as well as the promotion and protection of human rights.
9. Strengthen municipal management capacities to establish intersectoral committees, develop action plans and implement long-term and short-term health promotion strategies with the participation of civil society.
10. We dedicate ourselves to improving the health and quality of life of the population of the Americas, taking into account the commitments in the UN Millennium Goals (especially, reducing maternal and infant mortality), as well as the PAHO/WHO Strategic Plan 2003-07 (especially promoting healthy lifestyles and social spaces, and growth and development).
11. Reinforce or develop surveillance, monitoring and evaluation of the different health promotion plans, processes and strategies at the subregional, national and local levels.

Support Mechanisms

We recognize that in order to implement health promotion political frameworks, strategies and action plans, the following support mechanisms must be in place:

- A critical mass of professionals and community leaders trained and constantly updated in the area of health promotion. Although there is the need to evaluate and document experiences in the Region, the health promotion knowledge base and evidence is increasing at such an accelerated rate that it is essential that researchers, academic centers, professionals and government maintain continuous communication and collaboration.
- Partnerships between public and private sectors and NGOs to foster and support the implementation of healthy public policies, including actions to protect the environment, and national health promotion plans (including the monitoring and evaluation of policies, action plans and goals).
- A scientific evidence base for the establishment of health promotion policies at the regional and national level. The Member States should strengthen the evaluation of health promotion strategies, as well as strengthen surveillance systems and monitoring mechanisms in order to support political decisions with data and provide scientific evidence of achievements and progress.

In support of these actions, PAHO will strengthen leadership and technical cooperation in health promotion, facilitating the collaboration among countries and the mobilization of necessary resources. It

will also assist in the monitoring and evaluation of the progress in fulfilling this Commitment and will inform the Member States every three years.

PAHO will also offer opportunities for disseminating and sharing knowledge and experiences gained in the process of reaching the agreements adopted in the Chile Commitment through publications, the Web page, subregional meetings, and periodic conferences.

Signed on 24 October 2002 in Santiago, Chile.

Dr. Osvaldo Artaza
Minister of Health of Chile

Dr. María del Rocío Sáenz
Minister of Health of Costa Rica

Dr. María T. Cerqueira
Director
Division of Health Promotion and Protection, PAHO