

- ▶ Provide opportunities to share experiences among countries in Latin American, the Caribbean and North America.
- ▶ Introduce relevant public policy issues for further discussion and action.
- ▶ Foster dialog, skill building and networking.
- ▶ Promote a broad understanding of effective interventions to promote the health of different groups of the population, especially women and children, adolescents and the elderly.
- ▶ Present effective and innovative methodologies, tools and materials, specially the Kit for Mayors.
- ▶ Review the lessons learned with health promotion interventions.

The Forum will include a session to showcase the involvement of the mayors of the Americas in promoting the health of families and communities throughout the Region, and provide an opportunity to discuss common interests and develop collaborative efforts. The Fourth Meeting of Healthy Municipalities and Communities Network of the Americas will be an important part of this forum.

The Forum will include Poster Exhibits that showcase a variety of selected country experiences that promote health with key themes, such as child development, mental health, food and nutrition, environmental health, family health, safe motherhood, adolescent and school health, and health of the elderly.

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Healthy Municipalities & Communities

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Celebrating 100 Years of Health

# Health Promotion: Enabling and Empowering Partnerships for Health



## Health Promotion Forum in the Americas and II Chilean Congress on Health Promotion

Santiago, Chile, October 20-24, 2002

*Engaging Policy-Makers  
and Communities to Improve  
Health in the Americas*



**Pan American  
Health  
Organization**  
Regional Office of the  
World Health Organization



Organized by the Pan American Health Organization (PAHO)  
and the Ministry of Health Chile (MINSAL)

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The Division of Health Promotion and Protection and the Ministry of Health Chile are sponsoring a forum on "Health Promotion in the Americas". The Forum will take place in Chile, October 20-24, 2002. The purpose of this forum is to provide a platform in which various stakeholders can follow-up on the progress made since the Fifth Global Conference on Health Promotion, share their experiences in health promotion and commit to concrete actions to promote the health of the people of the Americas.

The Forum will bring together more than 500 high level national and local government officials, health professionals and mayors to participate in a review and discussion of the progress made in strengthening health promotion in the last two years. This commitment, known as the Mexico Declaration, was signed by the Member States during the Fifth Global Conference on Health Promotion in Mexico City, June 2000.

Sir George Alleyne, Director of PAHO, and Dr. Osvaldo Artaza Barrios, Minister of Health in Chile will inaugurate the Forum. Dr. Alleyne will present the mayors of the region gathered there with the Kit for Mayors. This is an innovative local strategic planning resource that provides mayors and city planners with a guide to create healthy and supportive environments in the communities that make up the city and municipality or county. The Kit includes guidelines on effective health promotion interventions, such as to design healthy public policies, and involve citizens and community members in planning and evaluating local programs.

This will be the first regional event that will provide follow-up on the commitments of the Mexico Declaration, and will offer an opportunity for the various stakeholders to share their experiences with the development and strengthening of Health Promotion Plans of Action at the national and local levels, as well as share the lessons learned from the healthy spaces initiatives, and review the priorities to strengthen the infrastructure and capacity for health promotion in the Region.

The Forum is organized with three major sessions with participants from all the countries of the Americas:

- ▶ A review on the progress and lessons learned since the Mexico Declaration with participation of high ministerial level national delegations
- ▶ Presentation of effective experiences with the healthy municipalities and communities approach, presented by the mayors and experts of public health; and

- ▶ A review of effective health promotion interventions and best practices developed in the region of the Americas with wide participation.

The three sessions offer something for everyone. Participants will have the opportunity to discuss issues on implementation, monitoring and evaluation of plans and programs on health promotion, especially to share the lessons learned from interventions that have effectively promoted health in various aspects, such as: improved eating habits, reduced risk behaviors such as smoking, alcohol abuse, addictions, reduced risk of sexually transmitted diseases (i.e. HIV-AIDS), reduced violence and abuse, improved mental health, and increased physical activity and fitness.

Mayors and other government officials will have the opportunity to share their experiences and review what public health experts consider best practices in the field of health promotion. The experts in health promotion will participate in the panel discussions, workshops and networking sessions.

The Forum addresses ways to effectively plan and implement local health promotion action and explores critical collaboration among intersectoral partners, community members, and local government to create healthier environments and safer communities in the countries of this Region. The objectives of the Forum are:

- ▶ To review the progress obtained from the commitments of the Mexico Declaration.
- ▶ Strengthen political commitment and technical knowledge to implement policies and plans of action on health promotion.

Agenda				
Sun 20	Mon 21	Tue 22	Wed 23	Thur 24
Opening (Evening)	Follow-up to the Mexico Declaration		The kit for the mayors	Closing (Afternoon)
	IV Meeting of the Healthy Municipalities and Communities Network of the Americas			
	Technical discussions and exchange of experiences			
The II Chilean Congress of Health Promotion will occur simultaneously.				