



SANTIAGO DECLARATION

Mayors Pre-Forum, Road to Shanghai 2016

Chile, 25-26 July 2016

VISION, STRATEGIC DIRECTION, AND COMMITMENTS FOR ACTION BY HEALTHY MUNICIPALITIES NETWORKS IN THE AMERICAS

We, the mayors and senior political representatives of cities, municipalities, towns, and territories, gathered at the Mayors Pre-Forum in Santiago, Chile, convinced of the increasing relevance and the significant contribution that the Healthy Municipalities movement can make to the health and well-being of our citizens, **confirm our commitment to action that will inspire and guide our work in the years to come.**

This Declaration is meant to provide political impetus and legitimacy to strengthen the Healthy Municipalities movement in the Americas, building on our past investments and achievements **in greater accordance and harmony with 21st century approaches to health, social development, and sustainable development.**

The Santiago Declaration outlines our rationale, values, and principles, as well as the renewed strategic objectives and approaches of the Healthy Municipalities movement in our Region in the light of emerging priorities, scientific evidence on solutions that work, lessons learned from our work and from the work of the global Healthy Cities movement to date, and the relevant regional and global strategies and plans.

The Declaration is structured around four main sections:

1. Health and sustainable development, and the key role of local governments
2. Healthy Municipalities movement: values, principles, and approaches
3. A renewed, strengthened agenda and important themes for the Healthy Municipalities movement in the Americas
4. Declaration of Santiago, Chile (Political Declaration for the Global Conference on Health Promotion, Shanghai, China, November 2016)



Health and sustainable development and the key role of local governments

We recognize that:

- Health is a fundamental human right and every human being is entitled to the enjoyment of the highest attainable standard of health
- Health is a core value and goes hand in hand with the social, economic, human, and sustainable development of our cities, municipalities and territories
- The health status of our people and that of our communities is profoundly affected by the conditions in which individuals are born, live, and work.
- Knowledge and experience of the social, environmental, urban, cultural, commercial and political determinants of health provide the basis for how we should understand and deal with health in our cities, municipalities, and territories. Effectively addressing the public health challenges of the 21st century requires the full engagement of local (municipal) governments and collaborative work with other sectors.
- Local (municipal) governments can provide effective leadership and capacity for intersectoral work for health and sustainable development and they can promote and enable community involvement and empowerment. Local authorities are in a better position than the health authorities to enlist the participation of a wide variety of social actors.
- Local governments generally have primary responsibility for planning and/or delivering services critical for influencing the social determinants of health (e.g., education, transportation, housing, urban planning and often they have responsibility for health service delivery and public health)
- Local (municipal) governments play a key and central role in the implementation of all the sustainable development goals (SDGs). In particular, these governments should address the strong links between SDG 3 (Good health for all) and SDG 11 (Make cities and human settlements inclusive, safe, resilient, and sustainable).



Examples of areas where action by local governments can make a significant difference

Creating the preconditions for community empowerment and inclusiveness in the face of poverty and social disadvantage; giving children a healthy start in life; preventing and managing chronic diseases at community level; promoting active living; tackling obesity; developing community resilience to deal with emergency situations; creating age-friendly environments and promoting healthy urban design.

- The well-being, health and happiness of our citizens depends on our willingness to give priority to the political choices that address equity and the determinants of health
- Ultimately Health is a political choice that should match our values and aspirations for protecting and constantly improving the health and well-being of all our citizens
- This means creating supportive social and physical environments and conditions for enabling all people to reach their maximum health and well-being potential.
- In the complex world of multiple tiers of government, numerous sectors and both public and private stakeholders, local governments have the capacity to influence the determinants of health and wellbeing and inequities. They are well positioned to have such influence through whole-of-local-government and health-in-all-policies approaches, regulation, integrated strategies and plans, and partnerships across society.

Healthy Municipalities movement: values, principles, and approaches

We are aware that:

- The aim of the Healthy Municipalities movement is to put health high on the social and political agenda of cities, municipalities, and territories by promoting health, equity, and sustainable development through innovation and change
- The Healthy Municipalities movement was created through the recognition of the importance of action at the local level and the key role of local governments.



- The Healthy Municipalities movement is a political, strategic, cross-cutting, and intersectoral initiative. Healthy Cities/Healthy Municipalities is a strong global movement because of its local political connection.
- Healthy Municipalities represents a “real-world laboratory” to generate good practices, evidence, knowledge, methods, and expertise that can be used to promote health in all cities, municipalities, and territories in the Pan-American Region.
- Healthy Municipalities is a value-based initiative that offers the opportunity to all levels of government and society to promote health and well-being for all, using the best available empirical evidence and the most innovative ideas at all times.
- It represents a channel to connect with public health conditions on the ground across the Pan-American Region.

The Healthy Municipalities movement impacts health, well-being, and equity

- *Regulation. Cities are well positioned to influence land use, building standards, and water and sanitation systems and to enact and enforce restrictions on tobacco use and occupational health and safety regulations*
- *Integration. Local governments have the capacity to develop and implement integrated strategies for health promotion*
- *Intersectoral partnerships. Cities have a democratic mandate that conveys authority and sanctions their power to forge partnerships and encourage contributions from many sectors*
- *Citizen engagement. Local governments have everyday contact with citizens and are closest to their concerns and priorities. They present unique opportunities for partnering with the private and not-for-profit sectors, civil society, and citizens' groups.*
- *Equity focus. Local governments have the capacity to mobilize local resources and to deploy them to create more opportunities for poor and vulnerable population groups and to protect and promote the rights of all urban residents*

The values, principles, and approaches of the Healthy Municipalities movement are deeply rooted in the Constitution and key strategies and resolutions of the Pan American Health Organization, the World Health Organization (WHO), and other agencies, and in the best available empirical evidence and experience from practices in our Region and beyond.

In this context, we acknowledge the importance and relevance of:



- Regional Plan of Action on Health in All Policies
- Rio Political Declaration on Social Determinants of Health (2011) and Resolution WHA65.8 (2012) of the World Health Assembly “Outcome of the World Conference on Social Determinants of Health”
- Health promotion documents: Cuenca Declaration (1978), Ottawa Charter (1986), Declaration of Santa Fé de Bogotá (1992)
- Curitiba Declaration and La Granja Declaration
- Political Declaration of the United Nations High-level Meeting of the General Assembly on the Prevention and Control of Non-Communicable Diseases (2011)
- Zagreb (2008) and Athens (2014) Healthy Cities Declarations of the European Healthy Cities movement
- Framework of the Sustainable Development Goals of the post-2015 Development Agenda

We stress that:

Healthy Municipalities is a dynamic concept which should be continuously enriched with new developments and emerging priorities and scientific evidence. This is essential for Healthy Municipalities to maintain its relevance and credibility. The agenda, themes, and goals of each phase of the Healthy Municipalities movement in the Americas should therefore reflect reflected PAHO priorities and strategies, global strategies, and priorities and issues emerging from urban (health, social, environmental) conditions in our Region.

We declare our constant commitment:

- to promoting action to put health high on the social and political agenda of our cities, municipalities, towns, and territories.
- to the fundamental values of the Healthy Cities/Healthy Municipalities movement since its inception, namely the right to health and well-being, equity and social justice, gender equality, solidarity and social inclusion, universal coverage, and sustainable development.
- to the following principles and approaches that should underpin all Healthy Cities/Healthy Municipalities policies, strategies, and plans: addressing the determinants of health and root causes of ill-health and inequalities;



promoting intersectoral action and partnership-based approaches; promoting health and equity in all local policies; supporting community participation, empowerment and democratic governance; and using the life-course approach.

Community participation is essential for the success of the Healthy Municipalities movement

The Ottawa Charter (1986) defined health promotion as “the process of enabling people to increase control over, and to improve, their health.” Giving a voice to individuals and communities and creating the pre-conditions for empowerment and meaningful engagement are at the core of the Healthy Municipalities approach. More than ever before and in the face of the rapidly changing social landscapes of cities and towns, there is a need to create inclusiveness and social cohesion. Empowered communities will have the knowledge, skills, and means to participate in decisions that affect their health and well-being and take also access and focus resources that can improve their health and quality of life. There is increasing evidence that socially inclusive and cohesive communities are healthier and happier.

We declare our commitment to the following critical issues:

- Investing in our cities, municipalities, territories, and people striving to create healthy cities for all inhabitants
- Fully using and integrating in our health development work, 21st century evidence-based public health and health promotion approaches and solutions that work
- Ensuring that our policies and plans are comprehensive, systematic, and strategic, aiming at delivering best outcomes and maximum impact
- Integrating health and sustainable development considerations in how we plan, design, maintain, improve, and manage our cities, municipalities, territories, and neighborhoods and use new technologies
- Valuing social diversity and investing in building trust and cohesion in our communities
- Employing whole-of-local government and whole-of-society and Health-in-All policies approaches in our efforts to reach out to different partners (public and corporate) and civil society



- Focusing on engaging with other sectors on “what they can do for health and what health can do for them”, identifying win-win, synergistic, and co-beneficial outcomes
- Promoting policy coherence, synergies, and better coordination, as well as systems that enable joint planning and accountability
- Investing in creating adequate capacity for steering, managing, and implementing our Healthy Municipalities initiatives and programs
- Putting in place the resources and mechanisms to systematically assess health and the conditions that affect health in our cities, municipalities, and territories, and to monitor the health-in-all-policies approach and reduce health inequalities
- Regularly publishing a city health profile as a basis for identifying priorities and accountability for health in our cities, municipalities, and territories
- Increasing our investments in disease prevention and health promotion by focusing on the social determinants of health, equity, and the economy, and aiming at creating social and physical environments that are conducive to health and well-being, as well as increasing health literacy
- Promoting awareness about individual responsibility and social responsibility for health, focusing on the social determinants of health with an equity perspective
- Developing strategies and plans using population-based and life-course approaches
- Developing an intersectoral, integrated strategic framework and plan for health development in municipalities, with commonly agreed goals
- Making sure that local Healthy Municipalities plans and activities are aligned and in accordance with the main development strategies
- Developing local and national platforms, networks, and forums that promote social dialogue and broad civic engagement

A renewed, strengthened, agenda for the Healthy Municipalities movement in the Americas, based on important health issues

The Health Municipalities approach provides an adaptable and practical framework for delivering Health for All at the local level. It provides an exceptional platform for joint learning and sharing of expertise and experience between cities,



municipalities, and territories within and among our national networks in the Region.

We endorse the following:

- Every city is unique and distinctive and within the framework of the overarching goals and themes of the Healthy Municipalities approach, cities, municipalities, and territories have the flexibility to identify and prioritize areas of particular relevance to local conditions.
- A major strength of the Healthy Cities/Healthy Municipalities movement is its diversity.
- Our commitment to Healthy Municipalities cannot be wholehearted and comprehensive if our actions are not true to its fundamental values and principles.
- The transformative potential of a Healthy Municipalities strategy for local health promotion and development can only be realized through joint efforts by the different stakeholders in our cities, municipalities, towns, and territories.
- The future prosperity of urban populations depends on our willingness and ability to seize new opportunities to enhance the health and well-being of present and future generations.

We are fully convinced that the time is right to strengthen and expand the Healthy Municipalities movement in the Americas and to commit ourselves to a new phase of Healthy Municipalities in the Americas.

This phase should be based on six strategic priorities:

1. Strengthen the political, strategic, and operational capacity of our national networks
2. Revisit, update, and expand the goals, commitments, and action agenda of Healthy Municipalities in our Region
3. Agree on a minimum number of common goals that will be shared and pursued by all national networks and member cities, municipalities, towns, and territories
4. Introduce five-year cycles (phases) in the development of the Healthy Municipalities program in the Americas that will provide the opportunity to



regularly renew its action agenda and evaluate the outcomes and lessons learned from each phase

5. Establish the International Healthy Municipalities Network of the Americas, a network of our national and local networks, and develop a common strategy with principles, priorities, and standards
6. Actively seek to connect with the global Healthy Cities movement and key international networks of cities and municipalities that are concerned with aspects of urban development

Invest in establishing new and strengthening existing national Healthy Municipalities networks

National networks play a key strategic role in promoting the principles and ideas behind healthy municipalities, supporting their member cities, municipalities, towns, and territories, organizing training and learning events, working with different ministries, and participating in national programs.

We recognize that:

- It is essential to strengthen leadership and governance for health and well-being. For this reason, we will join efforts to promote better awareness and dialogue about the principles and added value of Healthy Municipalities, the political determinants and capacity required for change and innovation, and methods for reaching out to other sectors and engaging civil society.

We declare our commitment to a comprehensive Healthy Municipalities framework with six areas of action:

- Promoting local leadership and intersectoral governance for health/*Working together for the health of our cities*
- Addressing the needs of people of all ages and vulnerable groups/*Caring for our people and community and promoting equity*
- Creating supportive physical and social environments for healthy living/*Making healthy choices easy choices; and healthy settings*
- Promoting healthy physical and built environments/*Making the city clean, safe, attractive, and sustainable*



- Strengthening community resilience and health literacy/*Engaging and empowering people with knowledge and skills for health and wellbeing*
- Strengthening public health services and community care services/*Making high quality services accessible to and for all*

Local leadership for health and sustainable development

Local leadership for health and sustainable development means: having a vision and understanding of the importance of health in social, economic, and sustainable development; becoming an advocate and active implementer of the SDG agenda; having the commitment and conviction to forge new partnerships and alliances; promoting accountability for health and sustainability by statutory and non-statutory local actors; aligning local action with national policies; anticipating and planning for change; and ultimately, acting as a guardian, facilitator, catalyst, advocate, and defender of the right to the highest standard of health for all residents. Effective leadership for health and well-being requires strong political commitment, a vision and strategic approach, supportive institutional arrangements and networking and connecting with others who are working towards similar goals.

We declare our commitment to including in our strategies a minimum set of seven common goals:

- Ensure that the health-in-all-policies and SDG agendas are explicitly and fully integrated into our vision and plans
- Give high priority to community participation and empowerment and community resilience
- Measure and systematically and comprehensively address health inequalities
- Give all our children a healthy start in life with the active involvement of different sectors (such as health, social services, education, housing, and planning), as well as families and communities
- Create conditions for healthy, active living for all with emphasis on physical activity, healthy and sustainable nutrition, reduction of obesity and mental stress, control of alcohol use, and the creation of smoke- and drug-free cities.
- Increase health literacy among individuals, communities, and institutions
- Invest in healthy environments and healthy urban planning and design, creating safe and clean neighborhoods with access to green space for social



interaction and good facilities for all, and creating age- and child-friendly settings

The critical importance of the life-course approach

Supporting good health and its social determinants throughout the life course leads to increased healthy life expectancy as well as enhanced well-being and enjoyment of life, all of which can yield important economic, societal, and individual benefits. Interventions to tackle health inequities and their social determinants can be derived at key stages in the life course: maternal and child health, child and adolescent health; healthy adults; and healthy older people.

The importance of a good start in life for children

A good start in life establishes the basis for healthy life. Cities investing in high-quality early childcare and parenting support services can compensate for the negative effects of social disadvantage on early child development. Promoting physical, cognitive, social, and emotional development is crucial for all children from the earliest years. Children born into disadvantaged home and family circumstances have a higher risk of poor growth and development.

Finally, we declare our commitment to:

- Increasing our capacity for effective leadership and intersectoral action through whole-of-government, whole-of-society, and health-in-all-policy approaches
- Working together as city leaders and as national networks to promote solidarity, share experiences, and shape our future visions and strategies
- Generating expertise in policy and practice, as well as good evidence, knowledge, and methods that can be used to promote health in all cities, municipalities, towns, and territories in the Region of the Americas
- Establishing working links between cities, municipalities, and territories; networks of local authorities in the Americas; and partnerships with agencies concerned with urban issues
- Increasing the accessibility of the Healthy Municipalities movement in the Americas to all of the Region's Member States





DECLARATION OF SANTIAGO, CHILE

This is our moment!

We, the mayors and city managers of Chile, Ecuador, Peru, Guatemala, Cuba, Brazil, Argentina, Mexico, Haiti, Colombia, Guyana, and Paraguay present at the Mayors Pre-Forum of the Americas, Road to Shanghai 2016, held 25-26 July 2016, in Santiago, Chile, hereby declare that:

The Global Conference on Health Promotion, to be held in Shanghai, China, in November 2016, offers a unique opportunity to strengthen political commitment to health promotion and the Healthy Cities, Municipalities, Communes, Towns, and Territories Movement worldwide.

This is our moment to promote policies and action to address health determinants, human rights, and inequities through health in all policies and intersectoral approaches, within the framework of the Sustainable Development Goals.

As local leaders, we are convinced that we have the power to make a real difference in the health and quality of life of the citizens of our territories.

We are determined to improve the development and performance of local and national healthy cities networks.

We are convinced that national policies must recognize the importance of the role of municipalities in health development and actively promote healthy cities networks.

It is our conviction that working together, we can create synergies and platforms for sharing our local experiences and innovations. We have therefore decided to create an International Network of the Americas and develop a common strategy with principles, priorities, and standards.

We call on the international community and international agencies, such as the Pan American Health Organization (PAHO/WHO), to join us in this effort and assume this commitment.

In witness whereof, we, the participating mayors and city managers of the Americas, sign the Declaration of Santiago in La Granja Commune, Santiago, Chile, on 26 July 2016.

