



Alliance for
Health Promotion

**HEALTH LITERACY AND SOCIAL MOBILIZATION TO ACHIEVE THE SUSTAINABLE
DEVELOPMENT GOALS (SDGs)**

Geneva, Palais des Nations, Room XXII

18 May 2017, 14:00-18:00

Programme

Time	Item	Speaker
14:00-14:05	Opening - Objective of the meeting	Bernard KADASIA, President of the Alliance
14:05-14:35	Welcoming remarks	-Douglas BETTCHER, WHO Director on behalf of Oleg CHESTNOV, WHO Assistant Director General -Nadia ISLER, Director of SDG Lab at the Office of the UNOG Director General -Esther ALDER, Executive Council Member of the City of Geneva
14:35-15:15	Keynote speaker	Zsuzsanna JAKAB, WHO Regional Director for Europe
15:30-17:30	Panel discussion Policy Framework and Practical Examples of Health Literacy and Social Mobilization for Healthy Cities/Healthy Communities	Moderator: Mihály KÖKÉNY, Senior Fellow of the Graduate Institute, former Minister of Health Panelists invited: -Faten BEN ABDELAZIZ, WHO Coordinator, Health Promotion Unit -Sandrine MOTAMED, Institute of Global Health and Geneva Association for Community Development -Marie HAUERSLEV, International Federation of Medical Students' Associations, IFMSA -Barb WILLET, Executive Director Health Nexus -National Government Representative -Berhane RAS-WORK, Alliance Board Member and Founding President -Pascal HÄFLIGER, State of Geneva, Head of Service for Prevention and Health Promotion
17:30-18:00	20 years of the Alliance Presentation of the Research Report Wrapping up Closing remarks	-Jean-Pierre GIRARD, Alliance Board Member -Bernard KADASIA, President of the Alliance -Douglas BETTCHER, WHO Director, Prevention of Noncommunicable Diseases
18:30-20:00	Cocktail reception	Geneva Welcome Centre, « La Pastorale »

Organized in collaboration with the WHO Health Promotion Unit, the Global Health Centre and with the support of

