



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

SPEAKERS' PROFILE

Bernard KADASIA



Bernard Kadasia has been an active member of the Alliance for Health Promotion since 2004. Mr. Kadasia became its President in 2012. Until March 2015 Mr. Kadasia was employed by the International AIDS Society (IAS) Geneva as Deputy Executive Director and Director of Policy and Advocacy, Research Promotion and Communications. A senior level professional who brings together close to thirty-five years of experience in technical, managerial and leadership positions in government, civil society, private sector, and international non-governmental organizations.

Douglas BETTCHER

Dr. Douglas William Bettcher is the Director of the Department for Prevention of Noncommunicable Diseases, World Health Organization (WHO), Geneva, Switzerland. He has a multidisciplinary background and holds a PhD in International Relations and a Graduate Diploma in World Politics, both from the London School of Economics and Political Science; a Master's of Public Health from the London School of Hygiene and Tropical Medicine; and a Doctor of Medicine degree from the University of Alberta, Canada. In addition, he sits on the Editorial Board of the scientific journal Bulletin of the World Health Organization.



Nadia ISLER



Nadia Isler is the Director of the SDG lab in the office of the Director General of the United Nations Office at Geneva (UNOG). Ms. Isler has a long career in the international development with several years of field experience in bilateral cooperation and extensive experience in multilateral affairs with and outside of the UN system. She started her career with *Médecins Sans Frontières* and the Swiss Red Cross before joining the Swiss Agency for Development and Cooperation where she served for several years in East Africa. Ms. Isler has extensive experience in working with variety of different partners, including the private sector, especially in the field of public health where she spent many years in charge of programs to fight AIDS, TB and Malaria. Ms. Isler then joined the Swiss Ministry of Foreign Affairs where she served as a Swiss diplomat for over 10 years. Ms. Isler is a Swiss-British citizen and speaks French, English, Spanish and Portuguese.

Esther ALDER

Executive Council Member of the City of Geneva (representative of the Green party) since 2011, and Mayor of Geneva City from June 2015 to May 2016. Chairwoman of the Department of social cohesion and solidarity of the City of Geneva. Vice-president of the Geneva State (Canton) Interparliamentary committee responsible for monitoring the execution of the French Speaking Cantons' penitentiary institutions (2008-2009). Member of the Geneva State parliament (1997-2009). Expert at the Swiss National Commission for Prevention of Torture (2010), Managing Director of Carrefour-Rue, a private association dedicated to providing assistance to homeless and disadvantaged people (1986 – 2010), and as the Founder of the social service of newcomers' welcome classes at the Geneva State Public Education Department (1992–1996). She has a Diploma in Management from the University of Geneva and a Diploma in Social Work from the University of Applied Sciences and Arts, Western Switzerland.



Zsuzsanna JAKAB – Keynote Speaker



Dr. Zsuzsanna Jakab is the WHO Regional Director for Europe. Born in 1951 in Hungary, Dr Jakab holds a PhD degree in Health Sciences from the University of Debrecen, Hungary; a Master's degree from the Faculty of Humanities, Eötvös Lóránd University, Budapest; a postgraduate degree from the University of Political Sciences, Budapest; a diploma in public health from the Nordic School of Public Health, Gothenburg, Sweden; and a postgraduate diploma from the National Institute of Public Administration and Management, Hungary. She began her career in Hungary's Ministry of Health and Social Welfare in 1975, being responsible for external affairs, including relations with WHO.

Mihály KÖKÉNY - Moderator

Mihály Kökény, M.D. (1950), a Hungarian, is trained in medicine, cardiology, health care management and political sciences. He joined the staff of the Hungarian Health Ministry in 1979. He was elected to the Hungarian Parliament in 1994 and served there between 1994 and 2010. Currently he works as a health policy consultant. He is a Senior Fellow of the Global Health Centre at The Graduate Institute of International and Development Studies (Geneva, Switzerland) and contributes to global health diplomacy education and research. He is also a lecturer at the University of Debrecen, Faculty of Public Health in Hungary (on global health and health policy). He was President of the WHO Executive Committee.



Barb WILLET



Barb Willet CEO of Health Nexus draws upon her extensive leadership experience to lead Health Nexus, where she manages a staff of 20 people located in Toronto and across the province. During her more than 20 years with the organization, she has contributed to many successful inter-agency collaborative initiatives and strategic partnerships, and has led the effective planning and delivery of a range of programs and services. Barb has a Master's degree in Health Sciences with a specialty in Health.

Sandrine MOTAMED

Dr. Motamed is a senior lecturer and researcher at the Institute of Global Health at the University of Geneva and an associate professor at the University of Hokkaido in Japan. She created the certificate of Continuing Education in Community Pharmacy and Public Health and is currently involved in an international collaborative project with multiple universities focused on demographic transitions and ageing. She is General Secretary of the recently established Geneva Association for Community Development.



Berhane RAS-WORK



International Human Rights Activist, Educator Founder, President (1984 – 2006) and Executive Director (2005 – 2010), Inter-African Committee on Traditional Practices Affecting the Health of Women and Children (IAC); Programme Coordinator, Ethiopian Women's Welfare Association, 1966 – 1970; 1966 for a short period assisted the Director W/ Sendu Gebru to set up the Ethiopian Rehabilitation Centre for the Disabled, Teacher, Haile Selassie I Secondary School, 1962 – 1966. She is a representative of UFER: International Movement for Fraternal Union among Races and Peoples. She has received the Grand Decoration of Honour for Services to the Republic of Austria, 2010 and United Nations Population Award, 1995. She is Member of the Alliance Board.

Pascal HÄFLIGER



Dr. Pascal Häfliger is the head of the prevention and health promotion sector in the Health Department of the canton of Geneva. In this capacity, he is responsible for coordinating the implementation and development of cantonal policy in this field of action. Mr. Häfliger holds a PhD in Natural Sciences, a Master's Degree in Advanced Public Health Studies and an Executive Master in International Negotiation and Public Policy Development. Before joining the cantonal administration, he worked for several years for the World Health Organization in the fields of chemical safety and environmental health.

Marie HAUERSLEV

Marie Hauerslev is a 5th year medical student with a longstanding interest in global health. As Vice-President for External affairs of IFMSA, Marie is the global leader of IFMSA's advocacy work and external representation. Last year, Marie was the IFMSA Liaison Officer to the World Health Organization and worked closely with the WHO on behalf of IFMSA's members, 1.3 million medical students. Marie has worked as an intern at WHO HQ, and is a member of the steering group of the WHO GCM/NCD community of practice on "NCDs and the next generation". Over the years, Marie has attended many high level meetings in WHO and the UN, of which she has prepared and led several student delegations. At the national level, Marie has worked on capacity building as Training Director, and she was the founder and chair of the organising committee of NorWHO - the first ever Nordic WHO simulation.



Jean-Pierre GIRARD



Jean-Pierre Girard has been an active member of the Alliance for Health Promotion since 2014. He represents Health Nexus, a Toronto based NGO involved in health promotion especially in Ontario but also elsewhere in Canada. Being an international consultant in Co-op and NPO, he realized many mandates including for UN, International Association of Mutuals, MSF Switzerland, International Summit of Cooperatives, by delivering speeches, leading research and surveys, organizing technical workshops, all these tasks have been realized with several stakeholders. He is currently based in Montréal, Canada and teaches in a Graduates' programme on management of social economy enterprises at the École des sciences de la gestion, Université du Québec à Montréal.

Faten BEN ABDELAZIZ

Dr. Ben Abdelaziz is currently the coordinator of health promotion in WHO. From May 2008 to 2016, she served as a Regional adviser for health education and promotion at the WHO Regional Office for the Eastern Mediterranean (EMRO), where she provided technical support to Member States in policies and programmes development in areas of health promotion, health literacy, social mobilization and risk communication in various settings including schools and cities and covering multiple risk factors linked to noncommunicable diseases (childhood obesity and physical inactivity), social determinants of ill health, reproductive health. From 2002 to 2008, Dr Ben Abdelaziz was technical officer at the WHO Centre for Health Development in Kobe, Japan working in the areas of health promotion, urbanization and health and health equity, women's health and gender and social determinants of health.

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