Improving Health Globally

An opportunity to invest in the implementation of “A Global Charter for the Public’s Health”
Investment in public health is cost-effective and provides multiple economic and social benefits for both the public and private sectors.

Improving Health Globally

Key contacts

Michael Moore
President
World Federation of Public Health Associations
Tel. (work) +61 2 6285 2373 (mobile) +61 417 249 731
mmoore@phaa.net.au

Marta Lomazzi
Executive Manager
World Federation of Public Health Associations
Tel. (work) +41 22 3790455 (mobile) +41 764287631
marta.lomazzi@unige.ch
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Executive Summary

Following the successful launch of A Global Charter for the Public’s Health (the Charter) at the 69th World Health Assembly the World Federation of Public Health Associations (WFPHA) is calling on organisations, public health associations, corporates and individuals to invest in the implementation of the Charter.

WFPHA is an international, nongovernmental organization composed of over 100 associations member and representing around 1 million public health professionals worldwide. WFPHA has recently been re-accredited as an NGO in ‘official relations’ with World Health Organization (WHO). This status has been maintained since 1971. Our organization collaborates with the WHO to advance the field of public health through the promotion of pro-health policies, strategies and best practices internationally. The WFPHA is also accredited to the United Nations Environment Programme (UNEP) and holds consultation status with the United Nations Economic and Social Council (ECOSOC).

The WFPHA is seeking to provide opportunities for investment from companies and organizations that are dedicated to improving health throughout the world. Investment in public health is cost-effective and provides multiple economic and social benefits for both the private and public sectors. In engaging with sectoral interests, we will foster collaborative efforts among governments, businesses peoples, local communities, NGOs, and youth for a new approach with tangible commitments.

Working with the support companies and organisations to implement the Charter and guarantee a sustainable wellbeing for the current and the next generation, represents a unique opportunity to demonstrate commitment and responsibility in public health to a global constituency. Engaging in this project therefore represents an unparalleled opportunity to engage with the WFPHA on this global agenda.

Approach

The approach to the implementation of the Charter includes:

- Building knowledge and capacity
- Education, training and leadership around the Global Charter
- Monitoring and evaluation in pilot countries

Opportunity

Four opportunities are outlined below which the WFPHA believe would provide an opportunity to engage with us at an international level. These are:

- **Charter Implementation Champion** (US$100,000 USD)
- **Public Health Companion** (US$50,000 USD)
- **Gold Investment** (US$30,000 USD)
- **Silver Investment** (US$10,000 USD)

**Please note:** These investments may provide taxation benefit.
Political leaders increasingly perceive health as being crucial to achieving growth, development, equity and stability throughout the world. Health is now understood as a product of complex and dynamic relations generated by numerous determinants at different levels of governance. Governments need to take into account the impact of social, environmental and behavioural health determinants, including economic constraints, living conditions, demographic changes and unhealthy lifestyles in the WHO Member States. This understanding in the context of increasing globalization means it is very timely to review the role of (global) public health in this changing societal and political environment.

Within this context, the WFPHA developed the Charter as the main output of its collaboration plan with WHO to adapt today’s public health to its global context in the light of, and in conjunction with, the Sustainable Development Goals (SDGs). The Charter aims to bring together the best of all the existing models and provide a comprehensive, clear and flexible framework that can be applied globally and within individual countries, whether low, middle or high-income to strengthen health systems, including for assessment, planning, training, evaluation and accreditation. Moreover, the Charter intends to facilitate global health security and sustainable, fair health outcomes and to strengthen leadership and governance, scale up workforce planning and public health capacity-building, standardize assessment and improve the quality of health systems.
The proposed framework consists of:

**Services (a group of core services)**

- Protection
- Prevention
- Promotion

**Enabler Functions**

- Governance
- Advocacy
- Capacity
- Information
Building knowledge and capacity around the Charter

The first steps of the Charter’s implementation are already underway. The actions have been on three levels:

1. WFPHA has presented and debated the Charter with ministers and professionals at the 69th World Health Assembly during a side event inside the Palais des Nations and through a resolution read during the Assembly, as well as at the Commonwealth meeting (Geneva, Switzerland, May 2016).

2. WFPHA in association with the University of Geneva has presented the Charter to the population of Geneva during a round-table conference (Geneva, Switzerland, June 2016).

3. WFPHA has launched a survey among its public health associations’ member, over 100 IANPHI members, leading international NGOs, federations, organizations and corporates to determine if and how the Charter can be adopted, applied and implemented in the organizations and countries. Special focus has been paid to the conceptualization of what is global public health today, on how the Charter can be used to shape the strategic plan of public health associations and as a tool for advocacy.

Main expected outputs

> Agree on a new conceptualization of Global Public Health and education needs for new public health professionals

> Evaluate how the Charter can be applied at the local level to shape the strategic plan for public health associations (PHAs) and governments and as a tool for advocacy

> Encourage national public health associations and institutions to adopt the Charter and use it to shape their strategic plan and as a tool for advocacy at local and global levels

In addition, press releases, videos and interviews have been released to inform the media, professionals and the public about the Charter at the local and global level through the support of our governing council and active members who has shared the information with journalists, politicians, bureaucrats, ministers and professionals in different settings.
Implementers

The Australian context

The Public Health Association of Australia (PHAA) is re-shaping its strategic plan around the Charter.

By tying the Branches, Special Interest Groups and members into the policy approach there is an increasing opportunity to provide significant improvements in public health practice, advocacy and implementation.

The PHAA is also utilising the core elements of the Charter (Prevention, Promotion and Protection) as central themes to the numerous national and international conferences hosted by the organisation. The PHAA has also used the Charter to influence political parties at the recent Australian election (2 July 2016).

The PHAA is the local hosts for the 2017 World Congress on Public Health (Congress) being held in Melbourne from 3-7 April 2017. The Congress, which is held every two to three years by the WFPHA, will attract about 4,000 delegates. It serves as an international forum for the exchange of knowledge and experiences on key public health issues, contributing towards protecting and promoting public health at a national and global level.

Other initial implementers

European Public Health Associations is beginning a similar process to Australia, working through its sections with their in-depth knowledge of key issues.

The Commonwealth of Nations has developed the “Commonwealth Implementation Tool for the Global Charter for the Public’s Health”. This tool starts from the Charter and use this framework to advance “Global Health Security” and “Sustainable Well-being for All”.

Education and training around the Global Charter

A workshop around the Charter and its application will be organized as a first instance at the WFPHA international office in Geneva. The workshop will be opened to all professionals working directly or indirectly with health matters and covering a middle/high level position within their institutions. The workshop will provide education and training necessary to apply the Charter within its working context whether government, non-government organization, faculty of public health, multi/bilateral organization, corporates and others. Stakeholders from different settings will provide case examples of how the Charter has been included in the strategic thinking and operation of the corresponding working context, whether public or private, underling how different actors can be engaged in the debate. The workshop model can be applied subsequently in other countries or be used as a pilot to develop a training center based on the Charter principles.

Monitoring and evaluation in pilot countries

Following initial dissemination, the Charter will be updated and, if appropriate, regional and country versions will be created. More importantly implementation plans will be prepared that assist in the development of national PHAs strategic planning.

As a first step, pilot PHAs in low and middle income countries will be selected and receive support to adopt the Charter and use it to shape their strategic plan. Moreover, a number of professional within the PHAs will be trained on how to utilise the Charter as a tool for advocacy. Main advocacy activities will focus on boosting appropriate education for public health professionals and within the government, and on how to advocate with ministries and departments to sustain the adoption of the Charter framework. A two steps evaluation of the outputs will be performed five and ten years after the Charter adoption assessing the impact on education and advocacy in the country (it will be the subject of a separated project).

Detailed timeline, activities and deliverables description will be provided upon request.
# Recognition for Investors

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<th>OPPORTUNITY</th>
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<th>INVESTMENT (USD)</th>
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<tr>
<td>Charter Implementation Champion</td>
<td>&gt; Top level placement of the logo on the WFPHA website sponsors page, first listing status as Charter Implementation Champion</td>
<td>$100,000</td>
<td>Exclusive Opportunity</td>
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<td></td>
<td>&gt; 100-word corporate description on the WFPHA Website, Newsletter and Facebook page</td>
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<td>&gt; Logo in all training materials related to the Charter implementation</td>
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<td>&gt; Logo on Sponsor signage at venues (pilot countries trainings and Geneva workshop)</td>
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<td>&gt; Logo on Sponsor acknowledgement slide at the beginning of the trainings (pilot countries) and Geneva workshop</td>
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<td></td>
<td>&gt; Booths available for materials distribution during the on-site training in the two pilot countries and during the workshop in Geneva</td>
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<td>&gt; Logo in all collateral material produced for the Charter implementation project, including promotional fliers (electronic and hard copy) and brochure</td>
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<td>&gt; Logo and acknowledgment in all posters and other presentations related to the Charter implementation</td>
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<td>&gt; Acknowledgment in any article related to the Charter implementation</td>
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<td>&gt; A free entrance courtesy to the World Congress of Public Health and a 5 minute presentation in a dedicated plenary session upon request</td>
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<td>OPPORTUNITY</td>
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| Public Health Companion | > Logo on the WFPHA website sponsors page, listing status as Public Health Companion  
> 100-word corporate description on the WFPHA Website, Newsletter and Facebook page  
> Logo in all training materials related to the Charter implementation  
> Logo on Sponsor signage at venues (pilot countries trainings and Geneva workshop)  
> Logo on Sponsor acknowledgement slide at the beginning of the trainings (pilot countries) and Geneva workshop  
> Logo in all collateral material produced for the Charter implementation project, including promotional fliers (electronic and hard copy) and brochure  
> Logo and acknowledgment in all posters and other presentations related to the Charter implementation  
> Acknowledgment in any article related to the Charter Implementation                                                                 | $50,000         | Limited to Four Organisations |
| Gold Investment      | Sponsorship of the training program for professionals, in the pilot countries. The investment will be allocated in the set up and development of the on-site training (i.e. training material, part of the human resources salary managing the course, travels, media campaign, etc.).  
We offer:  
> Logo on the WFPHA website sponsors page, listing status as Gold Investment in association to the pilot countries  
> 100-word corporate description on the WFPHA Website  
> Logo in all training materials related to the Charter implementation for the pilot countries  
> Logo on Sponsor signage at venue  
> Logo on Sponsor acknowledgement slide at the beginning of the trainings (pilot countries)  | $30,000         | TBC              |
| Silver Investment    | Sponsorship of the member state workshops such as that to be held in Geneva on the Charter’s implementation. The investment will be allocated to the set up and development of the workshop (i.e. training materials, catering service and media campaign, etc.).  
We offer:  
> Logo on Sponsor signage at venue  
> Logo on Sponsor acknowledgement slide at the beginning of the trainings (Geneva workshop)  | $10,000         | TBC              |

Approval of WFPHA governing council may be required once an investment proposal is received by the WFPHA. The normal approach is to gain this approval quite quickly through email.
Diplomat of the Global Charter: $200 USD/year

Individuals are invited to become Diplomat of the Global Charter, spreading the Charter within their country and network and sustaining this global public health revolution within their working and living context.

We offer:

> Diplomat name listed on the WFPHA website Global Charter’s Diplomat page

> Diplomat 100-word bionote once in WFPHA Facebook page

> Use of the title “Diplomat of the Global Charter” after his/her signature for the year selected

> 5% reduction on the entrance fees of the World Congress on Public Health next to the selected year
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