

# WEBINAR REPORT

## GENEVA CHARTER ON HEALTH PROMOTION, EQUITY AND WELL-BEING: SEAR COUNTRIES PERSPECTIVES & EXPECTED ACTIONS

5 May 2022 | 14.00-15.30 hrs (IST)



REGIONAL OFFICE FOR

**World Health  
Organization**

**South-East Asia**

# 02

**Health promotion** is important subject for the region and cut across every programme. The 10th Global Conference on Health Promotion organized in December 2021 resulted in the Geneva Charter promoting equity, wellbeing, and sustainable development. As in the past, health promotion charters or declaration act as guidance for countries in strengthen or further develop health promotion programmes, actions, and skills in line with the commitments made in the Global Conference by governments, academia, and multisectoral partners. The Geneva Charter provides additional approaches to health promotion such as economic of well-being, local ecological system for health and wellbeing, addressing complex determinants of health of the planet, digital health equity, etc.

South-East Asia has been the hub of many traditional wisdoms and values that promote wellbeing, respecting nature and harmonious living for all livings with kindness and compassion. People ways of life and cultural practices found in this region promote integrated approach for all physical mental, spiritual, and societal wellbeing. Concepts on social and environmental justice, solidarity, gender, intergenerational equity, human rights, may be new in many traditional societies in this region. While policy makers are trying to find balance on development to bring prosperities and sustainable use of remaining natural resources, wellbeing concept demands different approach beyond gross domestic product (GDP). Bhutan's gross national happiness (GNH), India's Ayushman Bharat scheme, and Thailand's self-sufficient economic practices, among others could shed some lights how health promotion in South-East Asia could proceed strategic movements to promote health and wellbeing under the aspiration of this Geneva Charter. This webinar was organized to share and discuss the wellbeing perspective and practices in the region and how to move forward the agenda.

# 03

## OBJECTIVES:

- To disseminate Geneva Charter on Health Promotion, Equity, Well-being, and sustainable development to audience in South-East Asia countries
- To dialogue with government officials, academic, partner agencies, and stakeholders to have their perspectives on future of health promotion in the region
- To obtain feedback from audience on the ways forward on this agenda in South-East Asia countries

## PARTICIPANTS:

The webinar was an open invitation for all countries and partner agencies in South-East Asia aiming to reach out to health promotion managers at the MOH, healthy city networks, relevant technical agencies relevant to health promotion, social and environmental determinants of health, Partner agencies, and WHO country offices. 94 people registered and 67 appeared online. Majority of participants were from Sri Lanka, India, Indonesia, Thailand, respectively by numbers of persons attended, and few participants from Africa, USA, and Myanmar.

## SPEAKERS:



**DR PRIYANUT DHARMAPIYA**

Senior Advisor of the Center for Sufficiency Economy Studies, National Institute of Development Administration (NIDA), Thailand



**MRS. KRISSEPTIANA HENDRAR PRIHADI**

Chair, National Healthy City/Region Indonesia



**DR MANOJ SANJEWA FERNANDO**

Head of Department of Health Promotion, Rajarata University, Sri Lanka



**SHANNON MATHEW**

Regional Convener, South-East Asia Youth Health Action Network (SYAN)

## PROGRAMME

Time	Topic and speaker
14.00-14.05	Welcome remarks from Director a.i. of Family, Gender and Life Course Department, WHO South-East Asia Regional Office
14.05-14.15	Introducing the Geneva Charter for Wellbeing, Dr Ruediger Krech, Director of Health Promotion Department, WHO Headquarter in Geneva <a href="#"><u>Video: Health Promotion for Well-being, Equity and Sustainable Development</u></a>
14:15-14:25	“Thailand experience on Sufficient Economy and wellbeing of the population,” Dr Priyanut Dharmapiya, Senior Advisor of the Center for Sufficiency Economy Studies, National Institute of Development Administration (NIDA), Chairperson of the Governing Board of Regional Centre of the Sufficiency Economy Philosophy for Sustainability, Southeast Asian Ministers of Education Organization (SEAMEO-SEPS).
14:25-14:35	“Promoting health of the people and the planet through healthy city actions respecting cultural values and economic wellbeing,” Mrs. Krisseptiana Hendrar Prihadi, Chair of the National Forum of Healthy Cities/Regents, Indonesia
14:35-14:45	“Reflection from health promotion profession and academia,” Dr Manoj Sanjeewa Fernando, Head of Department of Health Promotion, Rajarata University, Sri Lanka
14:45-14:55	“Promoting Intergeneration Equity and wellbeing for future generation,” Shannon Mathew, SYAN
14:55-15:30	Q&A and dialogue with panelists

## BRIEF SUMMARY:



The webinar was graced by Acting Director of Family, Gender and Life-Course Department in WHO-SEARO, Dr Neena Raina, highlighting important of regional perspectives wellbeing particularly socio-cultural wisdoms and traditions that could be further strengthen or integrated in the process of promoting wellbeing across age groups. Dr Ruediger Krech, WHO Director of Health Promotion Department in Headquarter introduced the Geneva Charter on Wellbeing highlighting three key important points for the discussion: a) wellbeing is a political-choice; b) requires whole-of-society/system approach and broader socio-economic case than just health, and c) role of health promotion to catalyse and support the movement. Five action Areas of the 21st Century health promotion are 1) Value, respect, and nurture planet earth and its ecosystems; 2) Design an equitable economy that serves human development within planetary and local ecological boundaries; 3) Develop healthy public policy for common good; 4) Achieve universal health coverage; and 5) address the impacts of digital transformation. Dr Krech also urged Member States and participants to have forward thinking around this transition period for more sustainable and equitable societies, how we can learn from countries, regions, cities, communities and indigenous cultures.

# 07

Dr Priyanut Dharmapiya, Senior Advisor of the Centre for Sufficient Economy Studies, National Institute of Development Administration (NIDA) and the Chairperson of the Governing Board of the Regional Centre of the Sufficiency Economy Philosophy for Sustainability, Southeast Asian Ministers of Education Organization (SEAMEO-SEPS) shared decades of Thailand's experience in promoting sufficient economy for livelihood and wellbeing of people, places, and planets. The Thailand's sufficient economy philosophy (SEP) has deepened knowledge, virtues, and foundation of individuals, communities and public policies, to take actions in their daily lives and everything ones do in larger context. The management principles namely reasonableness, prudence, and moderation ingrained in SEP applied to personal and national plans to make balance of economic, social, environmental, and cultural activities toward sustainable and wellbeing. This SEP can apply in all process to achieve the 17 Sustainable Development Goals. National Five Years Social and Economic Plan of Thailand have been using the SEP for 20 years since 2002. It also applies to private sectors since the 1997 economic crisis and become a prominent SEP business strategy boosting local economy at the same time. Local community have applied this philosophy in Integrated farming reforestation since 1980s and now Thailand has "bio-circular-green economy" that protect people and the planet health. At school level, SEP has been cultivated in school from grade one to twelves, building social foundation of people with the sufficient economy mindset. This mindset is culturally embedded in Thailand's Buddhist teaching. Thus, SEP is important approach for social capital in Thailand.

**08**

Dr Priyanut also shared concrete experience and lessons learned during the COVID-19. SEP applies in how people maintaining right attitude and knowledge handling fake news, balancing health and economic hardship, and finding local solutions to protect and sustain physical, mental, and social wellbeing. Multisectoral partnership is critical while implementing/practicing this philosophy. People are geo-socio-cultural and economically connected one way or another. We need to have meaningful engagement with different stakeholders in their contexts and cultivate right knowledge, prudence and be flexible.

Promoting health and wellbeing is realistic phenomena for the healthy cities around the world. Mrs. Krisseptiana Hendrar Prihadi, Chair of the National Forum of Healthy Cities/ Regents Indonesia informed that Indonesia had made the efforts to have integrated approach for healthy cities promoting clean, comfort, calm, and healthy to all people, societies and environment. The goals of healthy cities in Indonesia are not only provided enabling environment for healthier living but also reducing mortality, morbidity, poverty, and health risks. Governors and Mayors of healthy cities provided important leadership in the implementation and make health at the centre of local development goals. From 2005-2019, Indonesia has 366 cities implementing healthy cities in the country with multisectoral engagement across line ministries and stakeholders from public and private sectors. During COVID-19, healthy cities activities were declined due to restrictions of public activities. However, the momentum has been picking up in 2021 and 221 cities are reviving their commitments. This year, the National Forum of Healthy Cities/Regents was launched and Semarang city sets example for stakeholder synergy with 4Ps

**09**

formular: public, private, people, and press to activate actions for health and wellbeing. All the activities engage with communities/neighbourhoods, youth, and civil societies to address local development and health issues. Semarang city also set good example for healthy social and cultural live for the community and have comprehensive approach to promote health throughout the life-course. Healthy city, thus, is an important implementation of global aspiration for health and wellbeing.

Dr Manoj Sanjeewa Fernando, Head of Department of Health Promotion, Rajarata University, Sri Lanka, reflected on the Geneva Charter and practices happening in the region. Dr Fernando focused his talk on the role of health promotion practitioners, capacities and trainings needed to align with this health promotion agenda. He highlighted that health promotion should deviate from narrow focused approach (e.g., detection and treatment) to broad focused approach to prevention of occurrence risk factors and even further having more effective empowering actions toward wellbeing. The new five areas of actions laid out in Geneva Charter required academic institutes to rethink their training curriculum to build suitable human resources to promote health and wellbeing in this broader approach. Sri Lanka is committed to amend health promotion curriculum to capture new global health challenges, and develop technical understanding of equity, social determinants of health, and promote wellbeing societies. Health promotion capacity today really need to be equipped to address health and equity at policy levels while developing methodologies to promote wellbeing. In short, health promotion academic institutes need to make major transformation and have innovative tools and dedicated human resources to address powerful global geopolitical and commercial determinants of health.

# 10

Shannon Matthew from South Asian Youth Action Network (SYAN) voiced important of intergenerational approach to wellbeing for the future generation. She reflected on the previous speakers and ground realities that youth are facing across continent. Good practices and approaches from countries like Thailand and Indonesia should be scale up or replicate as they provided both worldview and practical actions that one could do as an individual or a community.

She found the Geneva Charter to be timely and important for future generation to carry forward. Everyone should think globally and act locally with multisectoral stakeholders like Thailand and Indonesia are doing. Shannon emphasized important of education and changing of mindset where people should see health in a broader terms and wellbeing could be obtained through several development schemes where social, economic, and political equities must be realized. Shannon appreciated that youth network like SYAN was invited for this dialogue. Intergeneration equity is important move toward wellbeing of societies and the planets.

## DIALOGUE ON KEY ISSUES:

1. Wellbeing as an agenda for sustainable development and building resilient societies.
2. Economic wellbeing: new movements for people, planet, peace, prosperity, and partnership
3. What are innovations/new ways of making health promotion be more effective in people empowerment, inclusivity, equity, and meaningful participations for all?
4. Implication and coordinated actions from health promotion to be considered.

## OUTCOMES:



- The audience were informed about the new commitments for health promotion from the Geneva Charter on wellbeing and equity.
- Roles of health promotion in future vision and promoting inclusive, equitable and sustainable development are recognized.
- Collection of ideas, recommendations, experiences to lay out future strategy of health promotion in the Region.
  - Documentation of South-east Asia perspectives and practices are needed.
  - Leadership from WHO in providing strategic actions and influencing governments, private sectors, and relevant authorities to make concert efforts for health and wellbeing are important and timely especially during this plan for COVID-19 recovery.
  - Investment for innovative research to strengthen wellbeing across life-course and sustainable multisectoral actions needed.
  - Development of indicators for wellbeing will be very helpful for countries to measure the impacts and progress of what they currently undertaken in development agendas.
  - Further dialogue on wellbeing of workers with public and private sectors will capture large numbers of population in the planet.

South-East Asia has been known for many traditional wisdoms and values that promote wellbeing and respecting nature and harmonious living for all beings with kindness and compassion. People ways of life and cultural practices found in this region promote integrated approach for all physical mental, spiritual, and societal wellbeing. WHO 10<sup>th</sup> Global Conference on Health Promotion organized in December 2021 resulted in the [Geneva Charter for Wellbeing](#): promoting equity, wellbeing, and sustainable development. The Charter call for additional approaches to health promotion such as economic of well-being, local ecological system for health and wellbeing, addressing complex determinants of health of the planet, digital health equity, etc. Concepts on social and environmental justice, social capital and solidarity, intergenerational equity, community's rights may be applied to realize the Charter aspiration. South-East Asia perspectives on wellbeing and reflection on the Charter will be important to guide policy makers and relevant partners to take important steps toward equitable, inclusive, and sustainable development. In order to harmonize social, cultural, and economic prosperities, sustainable use of natural resources, with health and wellbeing concept, health promotion will need to identify appropriate approach to act differently.

*WHO-SEARO is inviting you and your colleagues to join us in this open webinar to learn about the subject and dialogue with distinguish panelists. Your recommendations on the agenda are welcome.*



**Dr Ruediger Krech**  
Director of Health Promotion,  
WHO-HQ



**Dr Priyanut Dharmapiya**  
Senior Advisor of the Center for Sufficiency  
Economy Studies, National Institute of  
Development Administration (NIDA),  
Thailand



**Mrs. Krisseptiana  
Hendrar Prihadi**  
Chair of the National  
Healthy City/Region,  
Indonesia



**Dr Manoj Sanjeeva  
Fernando**  
Head of Department  
of Health Promotion,  
Rajarata University,  
Sri Lanka



**Dr Neena Raina**  
Director a.i. of FGL Department  
WHO SEARO



**Shannon Mathew**  
Regional Convener,  
South-East Asia Youth Health  
Action Network (SYAN)

**Moderator:**  
Dr Suvajee Good  
Regional Advisor,  
HP & SDH, FGL Department  
WHO-SEARO



Topic & Speaker	
14.00-14.04	Welcome remarks from Director a.i. of Family, Gender and Life Course Department, WHO South-East Asia Regional Office
14.05-14.15	Introducing the Geneva Charter for Wellbeing, Dr Ruediger Krech, Director of Health Promotion Department, WHO Headquarter in Geneva <a href="#">Video: Health Promotion for Well-being, Equity and Sustainable Development</a> (3 min)
14.15-14.24	"Thailand experience on Sufficient Economy and wellbeing of the population," Dr Priyanut Dharmapiya, Senior Advisor of the Center for Sufficiency Economy Studies, National Institute of Development Administration (NIDA), Chairperson of the Governing Board of Regional Centre of the Sufficiency Economy Philosophy for Sustainability, Southeast Asian Ministers of Education Organization (SEAMEO-SEPS).
14.25-14.34	"Promoting health of the people and the planet through healthy city actions respecting cultural values and economic wellbeing," Mrs. Krisseptiana Hendrar Prihadi, Chair of the National Healthy City/Region, Indonesia
14.35-14.44	"Reflection from health promotion profession and academia," Dr Manoj Sanjeeva Fernando, Head of Department of Health Promotion, Rajarata University, Sri Lanka
14.45-14.54	"Promoting Intergeneration Equity and wellbeing for future generation," Shannon Mathew, SYAN
14.55-15:15	Q&A and dialogue with panelists

Zoom Link: [please click here](#)

5 May 2022 | 14:00-15:15 (IST) New Delhi