BEIJING, 7 November 2016 – Marking a major milestone in global health, more than 1000 leaders in politics, health and development will participate in the 9th Global Conference on Health Promotion in Shanghai on 21-24 November. The Conference is being co-organized by the World Health Organization (WHO) and People's Republic of China.

The conference will provide an unprecedented opportunity to highlight how promoting the ability for all people to attain the highest level of health is essential for improving equity, and for the sustainable development of all countries.

The conference represents an historic moment: 2016 marks the 30th anniversary of the first ever global health promotion conference, which generated the landmark 'Ottawa Charter' for Health Promotion. Significantly, the event is also being held during the first year of implementing the United Nations Sustainable Development Goals (SDGs).

Dr Margaret Chan, WHO Director-General, says: "This Conference is being held at the dawn of a larger global development agenda – one that places great emphasis on the importance of health in the futures of all countries. Delivering on the 2030 Agenda will only be possible if health is reflected in the approach to all 17 goals. Likewise, the approach needed to achieve the health goals must look beyond the health sector. Countries cannot develop sustainably without health, and health cannot be achieved without sustainable development."

World leaders adopted the 2030 Agenda for Sustainable Development at last year's United Nations General Assembly in New York. With 17 sustainable development goals and 169 targets to be achieved within the next 15 years, the Agenda aims to bring an end to poverty, inequality and climate change.

In highlighting how health and sustainable development are inextricably linked, the Conference will chart a new course for the next 15 years, aimed at inspiring national governments, municipal leaders, and other stakeholders to grasp the great potential of promoting health across all sectors of society.

Dr Bernhard Schwartländer, WHO Representative in China, says: "China's leaders understand that health and sustainable development are two sides of the same coin – it is fitting that this Conference will take place in China. We look forward to seeing Ministers, Mayors, and other leaders come together to grapple with some of the key questions which will shape the sustainable development agenda for the next 15 years – like rapid urbanisation, the fast-increasing burden of chronic, lifestyle-related diseases, and the need for innovation in how we tackle these challenges "

The Conference discussions on how health and the sustainable development goals are inextricably linked will be focused around three major themes:

- **Healthy cities:** Cities offer many opportunities for employment and access to better services – such as health, education and social protection – necessary for good health and human development. However, cities also pose unique health risks for millions of people;

- **Good governance:** Many factors that bear significantly upon health outcomes lie beyond the reach and control of the health sector alone. Health gains require action across sectors. Means to empower and mobilize communities and societies to improve health are also required. Social mobilization ensures sustainable development policy reflects and is accountable to people's needs and demands. Young people, women, people living with disabilities, and civil society leaders all must be able to play a role in this process.

- **Health literacy:** Higher levels of health literacy within populations allow people to use the information made available to them to ensure good health for themselves and their families. Heightened health awareness can mobilize communities to address the social, economic and environmental determinants of health.

Some of the keynote speakers at the Conference will include:

- WHO Director-General Margaret Chan, alongside other heads of UN Agencies;
- High-level leaders from the Governments of China and Shanghai;
- Ministers and Mayors from over 100 countries;
- James Chau, WHO Goodwill Ambassador for Health and the SDGs, along with other UN Goodwill Ambassadors.

Other global leaders such as Michael Bloomberg, former Mayor of New York City and WHO Goodwill Ambassador for NCDs, will also address the Conference via videolink.

Since the first Global Health Promotion Conference in 1986, the event has become a key platform for WHO and Member States to discuss important global health issues and set the agenda for promoting health worldwide.

About the World Health Organization

WHO is the directing and coordinating authority for health within the United Nations system. It is responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, articulating evidence-based policy options, providing technical support to countries and monitoring and assessing health trends.