
Strengthening Public Health Advocacy: What can national public health associations and schools of public health do to counteract expressions of concern or calls for re-evaluation of WHO Membership.

Webinar: Wednesday 2 April, 11:00-12:30 CEST (Zoom)

Registration link: https://us02web.zoom.us/webinar/register/WN_LUF-Jfe0RNWIC1twI7bGOQ#/registration

Background: Recent expressions of concern or calls for re-evaluation of WHO membership in European countries, and beyond, have surfaced, often serving as a pretext for broader attacks on public health institutions and their work. These actions undermine the credibility and effectiveness of public health efforts globally. It is imperative for the public health community to counteract these calls and reinforce the importance of WHO membership and support for public health institutions.

Objectives:

1. Raise awareness: Inform participants about the “unique value” of WHO for Member countries, what would happen in my country if we withdraw from WHO?
2. Strengthen advocacy: Encourage and equip public health professionals with strategies to counteract the attacks to public health and advocate for the continued support of WHO and public health institutions.
3. Inspire action: Share examples by public health champions who have taken action to defend public health institutions.
4. Mobilize volunteers: Encourage participants to volunteer in preparing guidance materials for colleagues who wish to take action, including how to contact representatives, legal actions, etc.

The initiative aims to:

- Highlight the importance of countries standing together within WHO and the impact of potential withdrawals on global health and public health.
- Clarify the importance of global cooperation in public health.
- Encourage engagement from a diverse range of countries to provide varied perspectives.
- Consider leveraging additional partnerships or alliances to broaden reach and impact.
- Exemplify what can public health associations and schools of public health do to address the threats - with examples from different countries.

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Webinar agenda:

Welcome and Introduction

Avi Magid, ASPHER Public Health Emergencies Task Force
Henrique Barros, ASPHER President
Tit Albreht, EUPHA President

Country Perspectives

Rebecca Ingenhoff, Germany
Dorit Nitzan, Israel
Carlo Signorelli, Italy
Oleg Lozan, Moldova
Ruslan Savchuk, Ukraine

Reflection from WHO Europe

Natasha Azzopardi Muscat, Director Country Health Policies & Systems

Presentation of the report *WHO's Role in a Changing World – Why It Still Matters*, leading into a written guidance on advocacy

Ariane Bauernfeind, Andalusian School of Public Health, Spain
Alison McCallum, University of Edinburgh, United Kingdom

Closing Reflections from WFPHA and GNAPH

Emma Rawson Te-Patu, WFPHA President
John Middleton, GNAPH President-elect

Wrap Up and Call for Action

Avi Magid, ASPHER Public Health Emergencies Task Force