

<b>SESSION SUMMARY</b>	
<b>Title</b>	<a href="#"><u>ADVANCING THE GLOBAL PUBLIC HEALTH ADVOCACY: putting the people into public health</u></a>
<b>Session type</b>	<a href="#"><u>Moderated panel session (all speakers on stage) including sharing good practice, followed by signing a PH advocacy manifesto</u></a>
<b>Day and time</b>	<b>Weds 3<sup>rd</sup> May 16:00 – 17:30</b>
<b>Aim of the session</b>	<ul style="list-style-type: none"> <li>• Leave with an actionable outcome: a manifesto for PH advocacy</li> </ul>
<b>Expected outcomes/ messages for participants</b>	<ul style="list-style-type: none"> <li>• Advance PH advocacy (evidence-based; built on best practices) <ul style="list-style-type: none"> <li>○ Raising awareness of PH: advocacy for PH at all levels and from all levels</li> </ul> </li> <li>• Build on the global scope of the Conference, taking it broader/deeper/further and linking different perspectives, benefitting from versatile views</li> <li>• Build on WFPHA’s guideline on <a href="#"><u>PH advocacy</u></a></li> <li>• Bridge the communities that we represent, connecting horizontally (schools, research, practice, policy, advocacy)</li> </ul>
<b>Speakers</b>	<p>Moderator: Alice Chapman-Hatchett, President, EPHA</p> <p>Carlo Signorelli, President, ASPHER</p> <p>Panellists:</p> <p>Silvio Brusaferrero, President of the Italian National Institute of Health Luigi Bertinato, Scientific Secretariat, Italian National Institute of Health</p> <p>Ibtissame Azzaoui, Former Moroccan Member of Parliament, MENA's Region Chapter Chair of UNITE parliamentarians network for global health. Prominent role as a civil society activist.</p> <p>Charlotte Marchandise, French Network for Healthy Cities (WHO programme)</p> <p>Freek Spinnewijn, Director FEANTSA</p> <p>Speakers for a new Generation</p> <p>Katja Čič, Youth Health Manager with the International Youth Health Organisation</p> <p>Ambrogio Cerri, EuroNet MRPH</p> <p>Presenters of the Rome Manifesto:</p> <p>EPHA Director General, Milka Sokolovic</p> <p>For ASPHER, Prof. Kasia Czabanowska, Maastricht University</p>

## SPEAKERS



**Moderator** Alice Chapman-Hatchett, European Public Health Alliance

**Alice Chapman-Hatchett** is the President of EPHA and Director of the Health and Europe Centre, a social enterprise in the National Health Service in the UK, bringing European learning, practice and policy to the local health community to improve patient outcomes, focussing on health inequalities and social determinants of health. The Centre has a unique understanding of how innovation can be practically transferred between health and social care systems in Europe and is running an EU-funded portfolio of projects improving patient care worth in excess of €70m.

Alice studied modern languages at the University of London and continued her studies to become an interpreter and translator. She has extensive public sector and civil society experience and has developed projects and partnerships across Europe and further afield. She previously worked in European Affairs for UK regional government and has 15 years' experience of working in European public health.



**Moderator** Carlo Signorelli, ASPHER

Carlo Signorelli is the President of ASPHER and Director of the Post-Graduate School in Hygiene and Preventive Medicine at University Vita Salute San Raffaele. He is Past-President of the Italian Society of Hygiene, Preventive Medicine and Public Health (SItI) and past Treasurer of the European Public Health Association (EUPHA). He qualified in Medicine at the University of Milan in 1986, he holds an MSc in Epidemiology and a PhD (1994) from the London School of Hygiene & Tropical Medicine. His research work focuses on public health, epidemiology, environmental health, health organisation and immunization policies. With reference to the latter, he has been coordinator of the Vaccine Section of S.It.I. (2009-2012), co-author of three consecutive editions of the Life-time immunization Schedule (the Italian Scientific Societies' Recommendations on vaccines) and consultant to the Ministry of Health on the Italian National Immunization Prevention Plan. He is author or co-author of 40 teaching books in the fields of epidemiology, environmental health and public health, about 200 indexes scientific papers and over 1200 publications overall.



**Speaker Silvio Brusaferrò;**

Professor Silvio Brusaferrò is the president of the Italian National Institute of Health (ISS), the main center for research, control and technical-scientific advice on public health in Italy, 2300 people, including researchers, technicians and administrative staff, work daily with the aim of protecting the citizens' health.

Full professor of Hygiene and Preventive Medicine since 2006, he has been director of the Department of Medical Area of the University of Udine since 2017. Co-founder and coordinator since 2011 of the European Network to Promote Infection Prevention for Patient Safety (EUNETIPS). He is also a member of the Global Infection Prevention and Control Network, Infection Prevention and Control Global Unit of the World Health Organization.

Extraordinary commissioner of the Higher Institute of Health since 29 July 2019 he has been President of the Higher Institute of Health, and since February 2020 a member of the Scientific Technical Committee, a body used by the Head of the Civil Protection Department and the Government for the adoption of the necessary measures to deal with the epidemiological emergency from COVID-19.



**Speaker Luigi Bertinato;**

Dr Luigi Bertinato graduated in Medicine in 1982 at the University of Padova, and completed his PhD in Internal Medicine in 1987 at the University of Verona; Public policy advisor in the areas of international public health policies, cross border health care, international health emergencies, medical tourism, human resources for health management, international health regulations and health determinants; Lecturing in Tourist Health for the Master in International Health Care Management, MCI Management Center, Innsbruck; Former Board Member of the European Observatory on Health Systems and Policies, WHO Regions for Health Network, WHO European Office for Investment for Health & Development, former President of Sanicademia; Project leader and involved in over 70 European health projects; Workshop facilitator, chair, and presenter. Futurologist in health systems; Involved in international health emergencies on behalf of the Italian Regions (eg. Kosovo war, Albania political change, Tsunami, Lebanon war, earthquake relief in Iran and Turkey, MEDEVAC from Iraq and Afghanistan). Publisher of over 100 scientific papers, reports and guidelines.

Specialties: Areas of expertise: Regional Health Care Systems, Global health, Cross-border Health Care, Health Tourism, International Health Emergencies, Development Cooperation in the Health Sector, training for health professionals in international health care management, futurologist in the realm of health.



**Speaker Ms. Ibtissame Azzaoui**

An Engineer and PhD Candidate, graduated from Hassania School of Public Affairs (EHTP) and Ecole Centrale Paris. Is the MENA's Region Chapter Chair of UNITE Parliamentarians Network for Global Health.

Is Entrepreneur and also Senior International Consultant in Strategic Governance, Public Policies and Digital Transition. Former Member of the Moroccan Parliament:

- Member of the Foreign Affairs Committee;
- Member of the Joint Parliamentary Commission between Moroccan Parliament and the EU Parliament;
- Chairperson of the Moroccan - Japanese Parliamentary Friendship Group;

Ms. Ibtissame AZZAOUI has numerous participations as Speaker in conferences / forums in Morocco and abroad around various themes: Youth, Gender and Parity, Peace Building, Human Rights, Sustainable Development and Agenda 2030 and Africa 2063, South - South Cooperation , etc. A member of the MENA Women business Club, a network of women in senior-level executive positions operating across all industries.



**Speaker Charlotte Marchandise**

Activist and consultant on public health issues, and involved in politics since 2014, pressing for more democracy and transparency.

Served as deputy in the city of Rennes which convinced her that a form of democratic radicalism is necessary. From 2014 to 2020 chaired a network of elected officials at the national and international level.

laPrimaire.org 2017 winner for a collaborative programme, and undertook her first candidacy for the presidential elections. Was acclaimed by more than 500 people on the "La Primaire Populaire" platform, and since September 29, 2021, has been a candidate to win democracy.

Defends an Open Democracy campaign "Make Democracy Win" seeking to reform the political system, through the Constituent RIC and a Citizens' Convention for Democracy, which would decide on profound changes in the political system.



**Speaker** Freek Spinnewijn

Director of FEANTSA, the European umbrella of NGOs working with homeless people which has member organisations in 30 European countries. For many years, FEANTSA has worked on the link between health and homelessness and concentrates on the issues that are most relevant for homeless people such as access to health, mental health, and certain communicable diseases. The organisation runs an expert group on health with health professionals working in the homelessness sector.

Freek studied Medieval History and European Law and Policy at the University of Leuven (BE). After his studies, he did internships for the UN in Geneva and the EU in Brussels. After a short stay at the University of Leuven, where he worked as a research assistant, he became director of EPSO, a European network of seniors' organisations that merged with other European NGOs into AGE. After a short period as policy officer, Freek became director of FEANTSA in 2001. He currently sits on the board of Social Services Europe and EAPN (European Anti-Poverty network). He is member of the jury of the World Habitat Awards (organised by the Building And Social Housing Foundation in close cooperation with UN-HABITAT) and of the Venture Philanthropy Fund of the King Baudouin Foundation (BE).

## Speakers for the next generation



**Speaker** Katja Čič

Katja is the Youth Health Manager with the International Youth Health Organisation and a public health enthusiast from Slovenia. In the past few years, she has been actively involved in the global health sphere as a medical student, volunteering in the Slovenian Medical Students' International Committee (SloMSIC), and serving in the positions of Public Health Director and Liaison Officer to the World Health Organization in the International Federation of Medical Students' Associations (IFMSA). She is currently also a member of the Global Health Workforce Network (GHWN) Youth Hub Steering Committee and is passionate about health policy, project management, and meaningful youth participation.



**Speaker** Ambrogio Cerri

Ambrogio is a third year medical resident at Sapienza University of Rome and a PhD Student in Public Health at University of Rome Tor Vergata.

He is currently the Vice President of EuroNet MRPH – the European Network of Medical Residents in Public Health, a network of European National associations of Public Health training programs, including medical and non-medical residents. A non-profit, international, independent and non-governmental association, EuroNet MRPH aims to create a professional network among European residents in Public Health in order to share information on educational programs, to facilitate exchange and common activities, as well as to develop a body of scientific research.

## Manifesto presenters



Katarzyna (Kasia) Czabanowska (MA, PhD, dr habil. FFPH), Associate professor at the International Health Department, Maastricht University, the Netherlands, Fellow through Distinction of the UK Faculty of Public Health. She directs Governance and Leadership in European Public Health programme. Her research focus is on public health workforce development, public health leadership, competence-based education and training, identification of skill gaps between the job market and taught curricula.

Her current projects carried out within the WHO (Euro) Coalition of Partners (CoP) include: Professionalisation of Public Health Workforce in the European Region, European Competencies Framework for Public Health Workforce. She has more than 100 publications including peer reviewed research articles, book chapters and policy briefs. She is the President of the Association of the Schools of Public Health in the European region (ASPHER) and Chair of the EUPHA Working Group on Public Health Leadership, Deputy Chair of the Council for the Development of Human Resources for Public Health at the National Institute of Public Health in Warsaw. She serves as a WHO expert in the area of Public Health Leadership and public health workforce development and planning and is a Core Team member of the WHO CoP to strengthen public health services in Europe.



EPHA Secretary General, Milka Sokolovic

In a career that spans a quarter of a century and three countries, it was her unceasing quest for (even) more impact and purpose in her work that brought Milka to EPHA. As Director General, working at the intersection between EPHA's Team, Board, and Membership, Milka acts as a navigator, a vision setter, a foresight bearer, as an initiator, and energiser. Externally, Milka instigates alliances and forges partnerships, while advocating for equitable solutions to European public health challenges, insisting on the vital role of civil society in reaching those solutions.

Milka holds a degree in Biology from the University of Belgrade, and a PhD in Medicine from the University of Amsterdam. Through her research and academic roles at the Universities of Belgrade and Amsterdam, and her leadership roles at EUFIC and ENLP, she has developed a remarkable expertise in scientific research, communication, and strategic partnerships. Milka is skilled at developing and implementing organisational strategies, equipped with robust leadership competencies, and armed with ample enthusiasm.

## SCRIPT

TIME	Speaker	Draft script
<b>16:10</b>	Moderators: Alice Chapman-Hatchett <b>(ACH)</b> Carlo Signorelli <b>(CS)</b>	ACH to open, present speakers, and 5 minute scene-setting introduction  PPT of manifesto in background
<b>16:15</b>	Silvio Brusafferro  President of the Italian President of the Italian National Institute of Health	ACH to invite Silvio to speak  5 minutes - Global academic perspective
<b>16:20</b>	Ibtissame Azzaoui  Moroccan Member of Parliament, sitting on the Foreign Affairs Committee. Prominent role as a civil society activist	ACH to invite Ibtissame to speak  5 minutes - International politics / national &
<b>16:25</b>	Charlotte Marchandise  French Network for Healthy Cities (WHO programme)	ACH to invite Charlotte to speak  5 minutes - Cities perspective, Local admin context.
<b>16:30</b>	Freek Spinnewijn  Director FEANTSA	ACH to invite Freek to speak  5 minutes - NGO perspective, reaching the vulnerable
<b>16:35</b>	Questions to panellists	ACH to ask question: Who will you send the manifesto to and why? What will you do with it to action it, and ask your partners to do with it?  Each panellist responds in 1 mins each – tot: 5 MINS  ACH to hand over to CS
<b>16:40</b>	Voices of the next generation	CS to introduce speakers
<b>16:45</b>	Katja Čič Youth Health Manager with the International Youth Health Organisation	CS to invite Katja to speak  5 minutes - youth perspective, Youth voice and young health professional
<b>16:50</b>	Voices of the next generation Ambrogio Cerri EuroNet MRPH Vice President	CS to invite Ambrogio to speak  5 minutes - youth perspective, Youth voice and young health professional
<b>16:55</b>	Panellists	CS to ask questions to Katja / Ambrogio
<b>17:00</b>	Audience	CS to introduce and chair  Open floor for questions and comments from the audience: 10 mins



<b>17:10</b>	PH advocacy manifesto Milka Sokolović EPHA Kasia Czabanowska ASPHER	CS to introduce PH advocacy manifesto: a five-points actionable takeaway 5 minutes
<b>17:15</b>	Manifesto signing	By ASPHER & EPHA presidents CS & ACH & panellists in their individual capacity; family pictures
<b>17:20</b>	Moderator:	CS to close - 5 minutes Summarise key messages Thank all speakers and close the session
<b>17:25</b>		<b>ENDS</b>

**A UNITED CALL FOR PUBLIC HEALTH ACTION AND ADVOCACY CENTRED ON:**

**PEOPLE AND PLANET, EVIDENCE, TRUST, PARTNERSHIP, INVESTMENT**

Public Health is recognised as the science and art of preventing disease, promoting health and prolonging life through the organized efforts and informed choices of society, organisations, public and private, communities and individuals. Public Health is thus called upon to use evidence-based best practice approaches for action-orientated interventions to protect the health and well-being of all. To be effective in today's connected world, it must do so on a '**glocal**' scale, reflecting both local and global considerations, with **people** and planetary health front and centre. As underlined by the theme of the 17<sup>th</sup> World Congress on Public Health (WCPH), we find ourselves in 'A World in Turmoil'. It is a World still reeling from the repercussions of global pandemic while facing conflicts in multiple regions, and impacted by environmental degradation and the escalating real effects of climate change. These destabilizing factors have only further exacerbated the **wicked problems** of health and social inequalities, within and between countries, with large parts of the population still left out of health service provision, marginalised communities living in extreme poverty, living with homelessness, and unprecedented numbers fleeing violence, persecution, resource depletion and extreme climate events. Concurrently, the public has been inflamed and mitigation efforts stymied by the scale of misinformation and direct opposition to evidence-based policy making. The public health and allied primary health care communities have been ill-positioned to respond to the mounting challenges after extended periods of austerity and lack of investment that has led to an erosion of capacity.

It is in recognition of the multiplicity of adversity, that the Association of Schools of Public Health in the European Region (ASPHER) and the European Public Health Alliance (EPHA) have come together on the occasion of the 17<sup>th</sup> WCPH to call for **Concerted Public Health Advocacy. We must act now!**

Considering the gravity of the current moment, ASPHER and EPHA are issuing a **call for action** for systematic cooperation and collaboration of all who support Public Health's core values rooted in *scientific evidence-based knowledge, inter-disciplinarity and inter-sectorality, respect and compassion for diversity, solidarity and inclusivity*. Five actions are preconditions for success to advance public health universally and advocate for the common good:

- I. **Putting people and the planet front and centre** must be first amongst public health considerations and interventions.
- II. **Quality, evidence-based science** should be the foundation of public health interventions and training of public health professionals to make the greatest impact over the shortest time.
- III. **Trust in science** needs to be proactively restored, and bad faith actors and misinformation actively rebutted.
- IV. **Active working partnerships** must be nurtured such that all Public Health communities - from experts and policy makers, over training and education programmes, to civil society and the public - collaborate as one, in an action-orientated and proactive manner, with specific and actionable commitments.
- V. **Sufficient investment** is critical to ensure that this collaboration is impactful, robust and sustainable. Specific constituencies that need proactive support include national public health institutes; public health training and education programmes; civil society organisations including those of marginalised or discriminated groups; local authority leaders and city mayors; legislators and parliamentarians; young public health activists; and public health professionals.

The 17<sup>th</sup> WCPH rightly identifies the 'opportunity to foster collaboration and co-creation of a vision informed by our professional knowledge and that of the communities we serve.' We call all Public Health actors to take this opportunity and to effectively advocate for a concerted evidence-based action to safeguard the health of the public and planet.