



**Expert meeting to develop the WHO European Region
action plan on health literacy**

**Danish Health Authority (Sundhedsstyrelsen)
Islands Brygge 57, 2300 Copenhagen S
12-13 February 2020**

7 February 2020
Original: English

Provisional Programme

12 February 2020

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| 8.30–9.00 | Participants' registration. Healthy welcome |
| 9.00–9.30 | General introduction <ul style="list-style-type: none">- <i>Niels Sandø, Danish Health Authority</i>- <i>Bente Mikkelsen, World Health Organization European Office</i>- <i>Introduction of participants</i> |
| 9.30–9.50 | Health Literacy 2030: developing the WHO European health literacy action plan based on long-sight planning <ul style="list-style-type: none">- <i>Kristine Sørensen, Global Health Literacy Academy, moderator</i> |
| 9.50–10.30 | Health Literacy 2020: taking stock of the past <ul style="list-style-type: none">- <i>Stephan Van den Broucke, Université Louvain de la Neuve</i>- <i>Plenary discussion: what has brought us to this stage?</i> |
| 10.30–11.00 | Healthy break |
| 11.00–11.45 | Health Literacy 2020: taking stock of the present <ul style="list-style-type: none">- <i>Rapid SWOT assessment exploring strengths, weaknesses, opportunities and threats</i> |
| 11.45–13.00 | Health Literacy 2050: transformative future scenario planning <ul style="list-style-type: none">- <i>Developing health literate societies</i> |
| 13.00–13.45 | Lunch |
| 13.45–15.00 | Health Literacy 2050: transformative future scenario planning <ul style="list-style-type: none">- <i>Developing health literate settings</i> |
| 15.00–15.30 | Healthy break |
| 15.30–16.30 | Health Literacy 2050: transformative future scenario planning <ul style="list-style-type: none">- <i>Developing health literate people</i> |
| 16.30–17.30 | Health Literacy 2050: transformative future scenario planning <ul style="list-style-type: none">- <i>Major drivers and trends</i> |
| 18.30 | Dinner at <i>Tivoli Hotel & Congress Center</i> (Arni Magnussons Gade 2 - 4, DK-1577 København V) |

13 February 2020

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| 8.30 | Healthy welcome |
| 9.00–9.45 | Health Literacy 2030: taking stock of the SDGs <ul style="list-style-type: none">- <i>Health literacy as an accelerator for the SDGs</i> |
| 9.45–10.30 | Health Literacy 2020: transforming the future <ul style="list-style-type: none">- <i>Building the health literacy case</i> |
| 10.30–11.00 | Healthy break |
| 11.00–13.00 | Health Literacy 2020: transforming the future <ul style="list-style-type: none">- <i>Health literacy – collecting lessons learned from the field</i>- <i>Health literacy – developing smart goals for the action plan</i> |
| 13.00–13.45 | Lunch |
| 13.45–14.30 | Health Literacy 2020: taking stock of proposed smart actions <ul style="list-style-type: none">- <i>Presentations of SMART goals to the action plan</i> |
| 14.30–15.00 | Next steps and concluding remarks <ul style="list-style-type: none">- <i>Christine Brown and Tatjana Buzeti, WHO Regional Office for Europe</i>- <i>Clayton Hamilton, WHO Regional Office for Europe</i>- <i>Faten Ben Abdelaziz, WHO Headquarters</i>- <i>Guy Fones, WHO Headquarters</i>- <i>Bente Mikkelsen, WHO Regional Office for Europe</i> |