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And the Times They Are a Changin': So Will Health Promotion

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International Union for Health Promotion and Education (IUHPE)

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University of Galway
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WHAT ABOUT THE YEAR 1986?



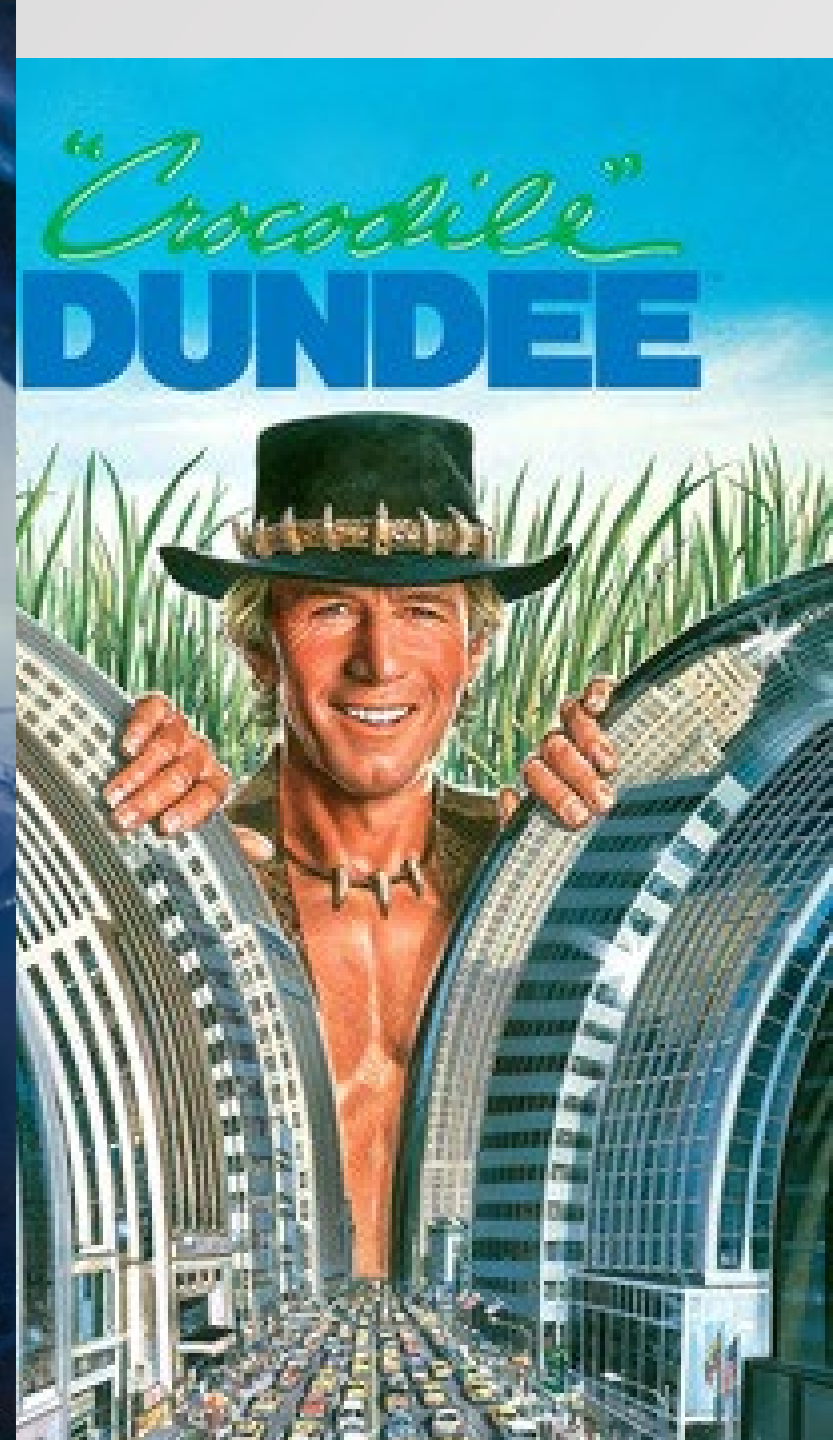
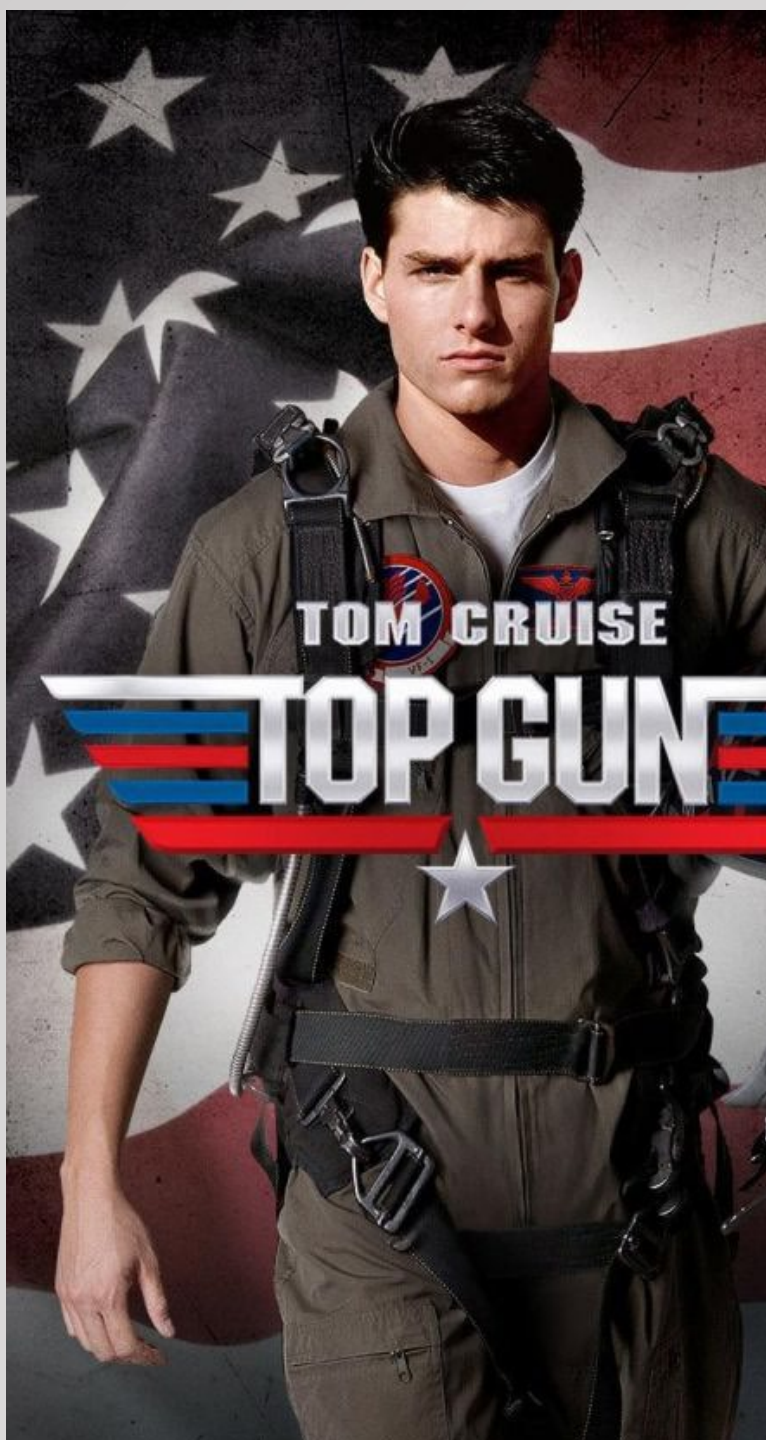


Photo courtesy of Microsoft Archives.











A CONFERENCE IN OTTAWA - NOVEMBER

AN INTERNATIONAL CONFERENCE ON HEALTH PROMOTION

The move towards a new public health

November 17-21, 1986 Ottawa, Ontario, Canada



UNE CONFÉRENCE INTERNATIONALE POUR LA PROMOTION DE LA SANTÉ

Vers une nouvelle santé publique

17-21 novembre 1986 Ottawa (Ontario), Canada



World Health Organization
Organisation mondiale de la Santé

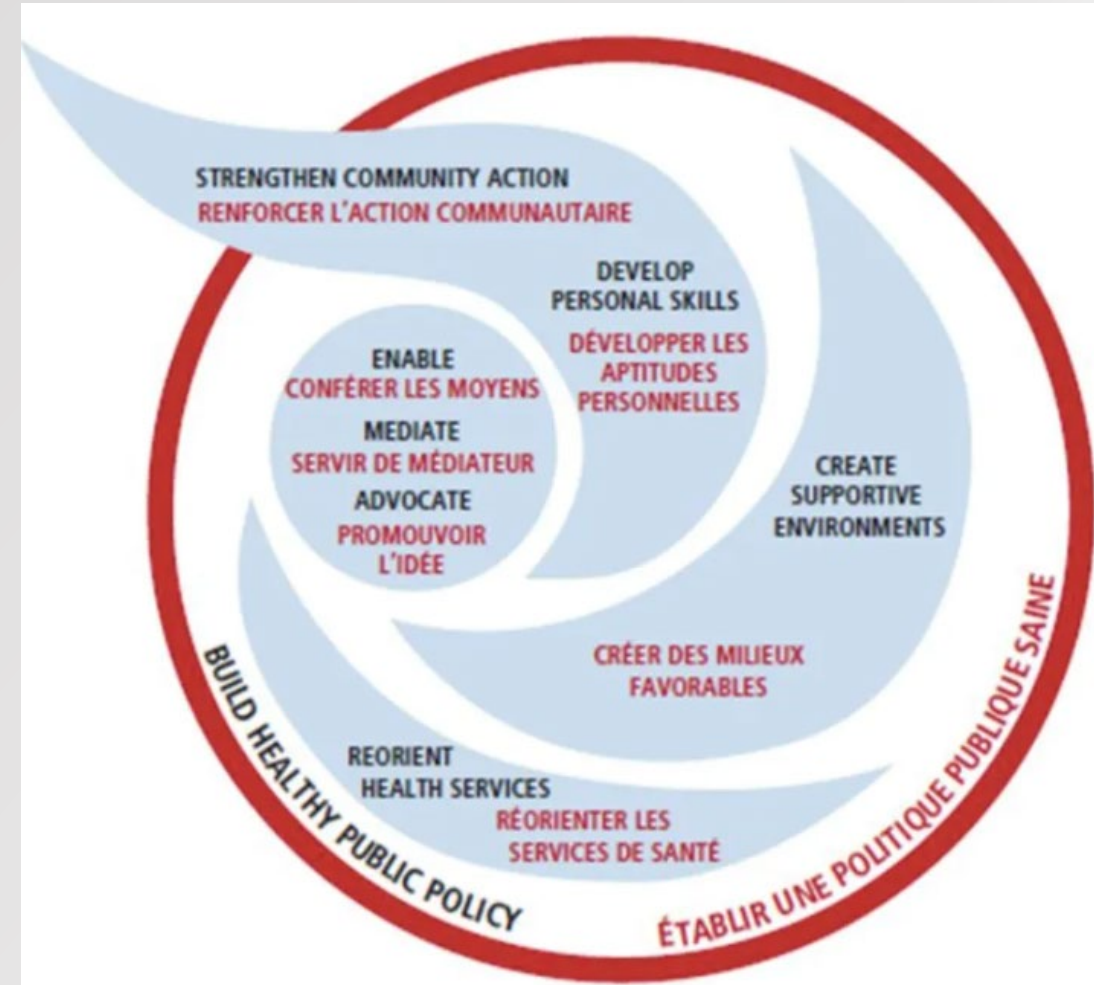


Health and Welfare
Canada
Santé et Bien-être social
Canada



Canadian Public
Health Association
Association canadienne
d'hygiène publique

LIST OF PARTICIPANTS



PERVASIVE INNOVATIONS OF THE OTTAWA CHARTER

- Reiterates the **positive definition of health** found in the preamble of the Constitution of WHO
- Conceives of health as a product of daily life and lists a series of **prerequisites for health**
- Identifies a set of **core values** foundational for public health action that are conducive to health in and of themselves
- Proposes **three principles** for health promotion
- Defines **five intervention** types



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40 YEARS LATER?

40 YEARS OF WORK ENRICHING HEALTH PROMOTION

- **Health in all policies** making governments responsible for the health impact of their policies, which leads to recognising **good governance** as a determinant of health
- The **settings approach** that formalises through standard requirements and organised networks the health promotion strategy of creating supportive environments
- The importance of promoting **health literacy** as a condition for individual and collective empowerment
- Expansion of the determinants of health to include **structural, commercial and ecosystemic determinants** of health
- Realigning the goal of health promotion as a strategy to create a **well-being society** which includes promoting a **sustainable and equitable economy**, achieving **universal health coverage** and addressing the health impact of **digital transformations**

40 YEARS LATER: A LEGACY

Recognition of expertise

- In many countries health promotion is embedded in public systems
- In some countries health promotion is a recognised profession
- In several countries national health objectives include reducing health inequalities
- Internationally recognised professional competency framework

A thriving field of research

- A suite of scientific journals
- Specific research training programs
- A recognised knowledge base

A global community of health promoters

- National and international associations
- Regular conferences
- Evolution of the field through various statements, declarations and charters
- Recognition within WHO

40 YEARS LATER: AREAS OF VULNERABILITY

Global socio-political environment

- Increasing public distrust in institutions including public health
- Increasing instability of multilateral agreements
- Rising of social inequalities
- Polarisation of opinions through “social media – algorithms – echo chambers”
- Increasing frequency and severity of events related to the degradation of planetary boundaries

Close link to public health institutions

- Reorienting of resources in case of emergency
- Defunding of global institutions (WHO) – Weakening leadership
- Difficulty for public health to move beyond the proximal determinants of health



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THE CHALLENGE FOR THE RISING GENERATION OF HEALTH PROMOTORS

MOBILISE AROUND THE
FOUNDAMENTALS OF HEALTH
PROMOTION AND TAKE ON
CURRENT OPPORTUNITIES

A central illustration of a blue and green globe is surrounded by a circle of colorful human figures in various colors (yellow, green, blue, red, orange, pink, purple). The figures are in different poses, some standing, some sitting, and some with arms raised, symbolizing global diversity and community.



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PROPOSAL FOR A WAY FORWARD FOR THE NEXT GENERATION

1. DEFINE THE FOUNDAMENTALS OF THE OTTAWA CHARTER RELEVANT IN 2026

- **COMMITMENT TO HEALTH AS A HUMAN RIGHT**
 - Reaffirm and make operational the value of equity at the core of health promotion
- **HEALTH IS A COLLECTIVE RESOURCE CREATED IN DAILY LIFE**
 - Ensure all communities can access the resources and services to attain their health potential
 - Create the partnership and good governance arrangements with those who control those resources and services
- **PROMOTING HEALTH REQUIRES A DIVERSITY OF STRATEGIES**
 - Reaffirm the principles of advocacy, mediation and empowerment for health promoting actions
 - Emphasise strategies with the potential of a collective impact

2. EXPAND HEALTH PROMOTION FOUNDAMENTALS TO MAKE IT MORE RELEVANT FOR ALL LIVINGS

- ADDRESS THE WHOLE RANGE OF DETERMINANTS OF HEALTH
 - Move the emphasis toward the structural and ecosystemic determinants of health
- EXPAND THE NOTION OF HEALTH TO ENCOMPASS ALL FORMS OF LIFE AND OUR GLOBAL ECOSYSTEM
 - Explore how broader notions/approaches such as One health; planetary health; ecosystemic health and well-being society resonate with and enrich health promotion
- PROMOTE EPISTEMIC JUSTICE
 - Recognise the validity of different ways of knowing and being in the world
 - Explore ways of creating synergies among the various epistemologies and cosmologies

3. STRENGTHEN EXISTING NETWORKS AND CREATE NEW PARTNERSHIPS

- ENGAGE IN EXISTING HEALTH PROMOTION NETWORKS
 - Join in existing conversations
 - Ensure these networks align their work with the current priorities and opportunities
- REACH OUT TO THE CIVIL SOCIETY
 - Explore shared agendas with environmental, social justice and emancipatory social movements
 - Adapt health promotion competencies and practices to promote broader shared agendas
- ENSURE HEALTH PROMOTION CORE PRINCIPLES ARE INCLUDED IN RESPONSES TO EMERGENCY SITUATIONS
 - Be there where and when people need help
 - Bring hope when people need it

CONCLUSION

- The world may not be moving in the right direction
- Health promotion has a history of action that makes a difference in people's and communities' lives
- There are opportunities for the next generation of health promoters to move the field to make it more relevant to address the challenges of our times



Be a part of the global
health promotion community!



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PLAN TO BE PART OF THE 26TH
IUHPE WORLD HEALTH
PROMOTION CONFERENCE

OCTOBER 17-20 2028



MELBOURNE