Affecting pubic policy through partnerships



World Health Day 2010 – Urban Health Matters *Calls to action*





IOOOCITIES IOOOLIVES URBAN HEALTH MATTERS



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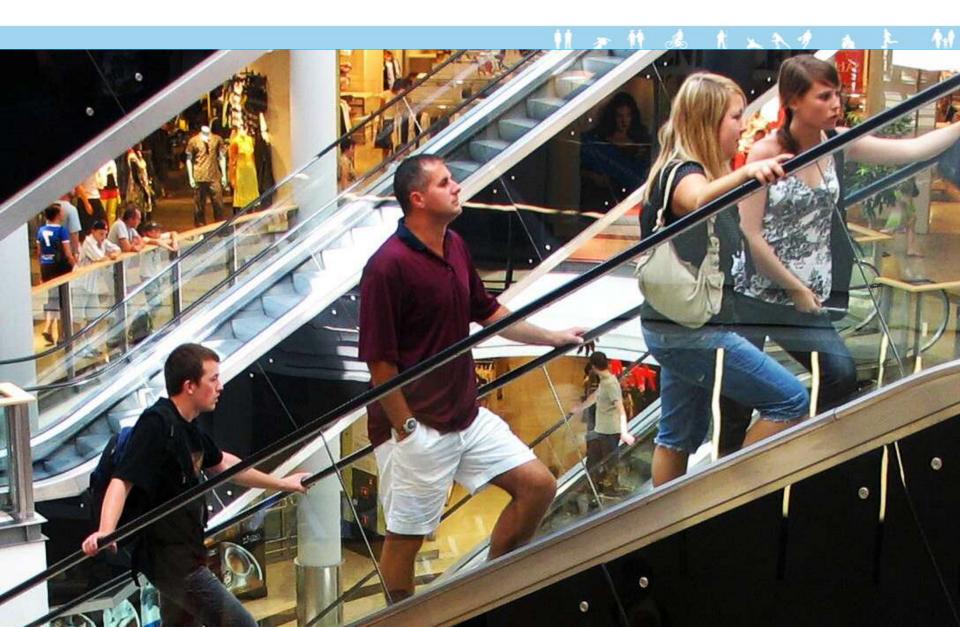
Has physical activity been systematically designed out of our environments?



Outside



Inside



At play



Choice Architecture

1 四种鸡 大大天子 西丰 例









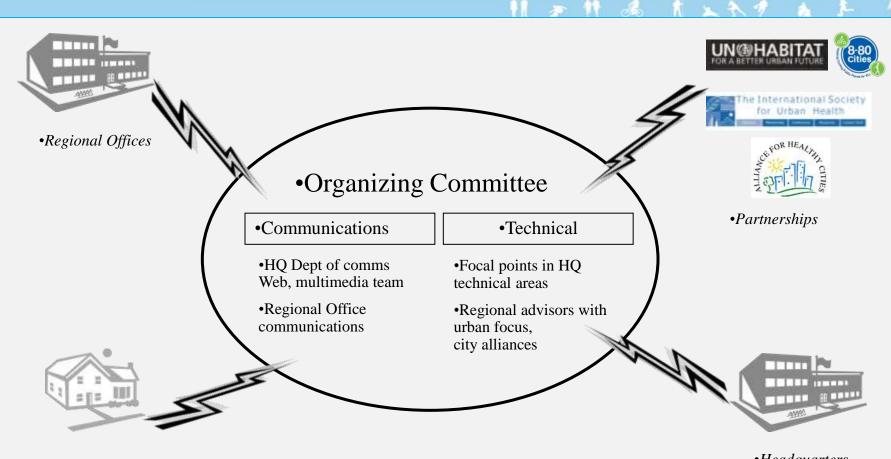
Elements for success – a case example



- A vision
- A network of advocates
- Planning
- Promotion
- Champions
- Engaging through social media
- Media coverage



Network of advocactes

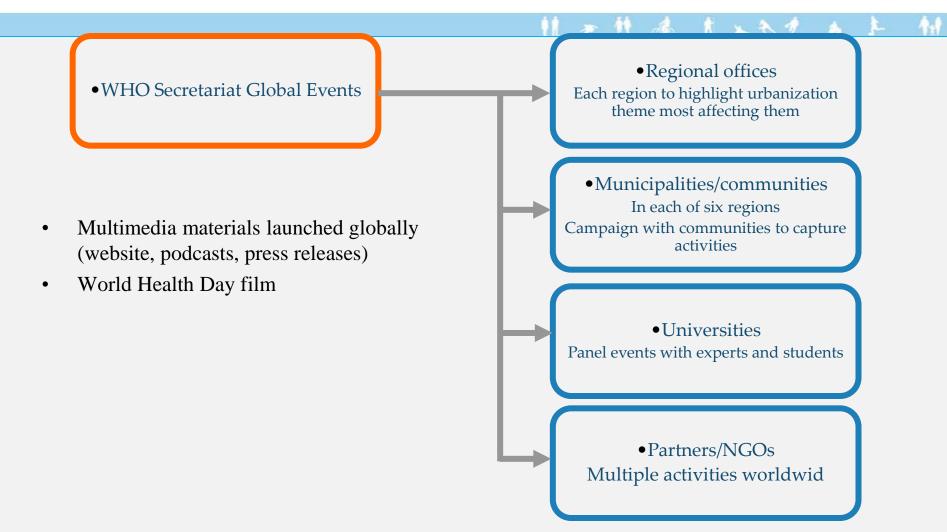


•Country offices

•Headquarters



Planning





Advocating for a multisectoral approach

- Political will the city
- Sister agencies health, transport, recreation, education, police, sanitation
- Champions the doers
- Community business, civic, religious



Promotion at international events

【四种鸡 大大天子 西上 例



President Jose Ramos Horta speaks about World Health Day campaign at International Olympic Congress 2009



Champions







Her Royal Highness The Crown Princess of Denmark





High-profile statements of support

Statements in support of World Health Day by:

- US Secretary of State Hillary Clinton
- •Her Royal Highness The Crown Princess of Denmark
- Mr Michael Bloomberg, Mayor of New York City
- •Dr Clemens Hellsberg, Chairman of the Vienna Philharmonic Orchestra, Goodwill Ambassador for WHO
- Mrs Grace Lo, Unit Manager, Community Health and Social Services, International Federation of Red Cross and Red Crescent Societies
- •Dr Davide T. Mosca, Director, Migration Health Dept, International Organization for Migration
- •Mr Youssou N'Dour, Musician, Goodwill Ambassador for the Roll Back Malaria Partnership
- •Mr Jacques Rogge, President of The International Olympic Committee





Engaging the public through social media

- First time that WHO used social media strategically for World Health Day
- Campaign site activity :
 - about 2,200 network members
 - more than 5,500 event photos uploaded
 - close to 180 event videos submitted







Launch of interactive campaign site November 17





Engaging the media

Extensive coverage of World Health Day and / or the issue of urbanization and health around the globe:

Hundreds of articles in print media
Series of reports and videos on CNN
Special supplement of the Financial Times









World Health Day 2010







City registrations: Top 10

- 1. China: 463
- 2. Brazil: 113
- 3. India: 87
- 4. Spain: 77
- 5. Thailand: 70
- 6. Iran: 65
- 7. Argentina: 49
- 8. Philippines: 43
- 9. Iraq: 25
- 10. USA: 25





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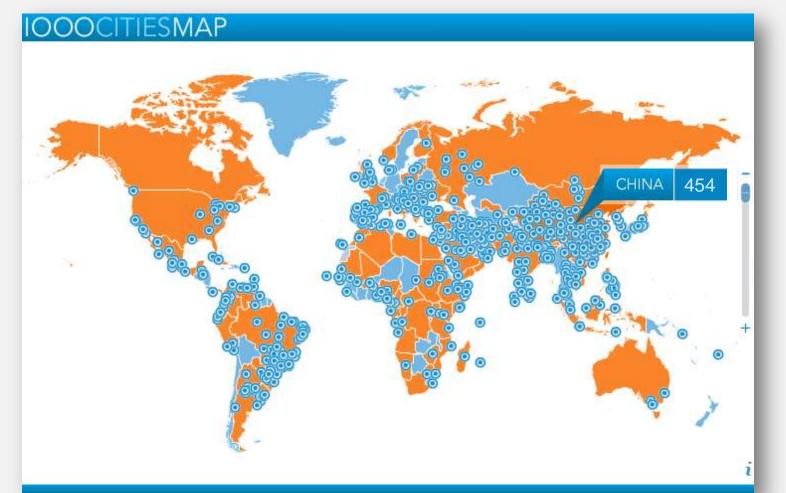




World Health Organization

454 Cities in China signed up

【五种病 大文氏生 故 声 例



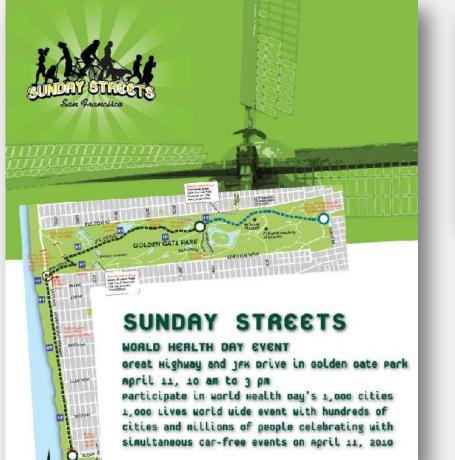


San Francisco





Sunday Streets in San Francisco



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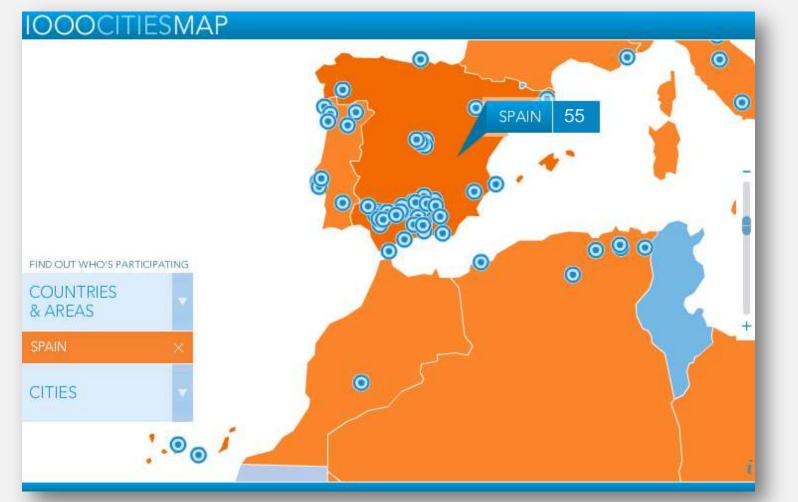






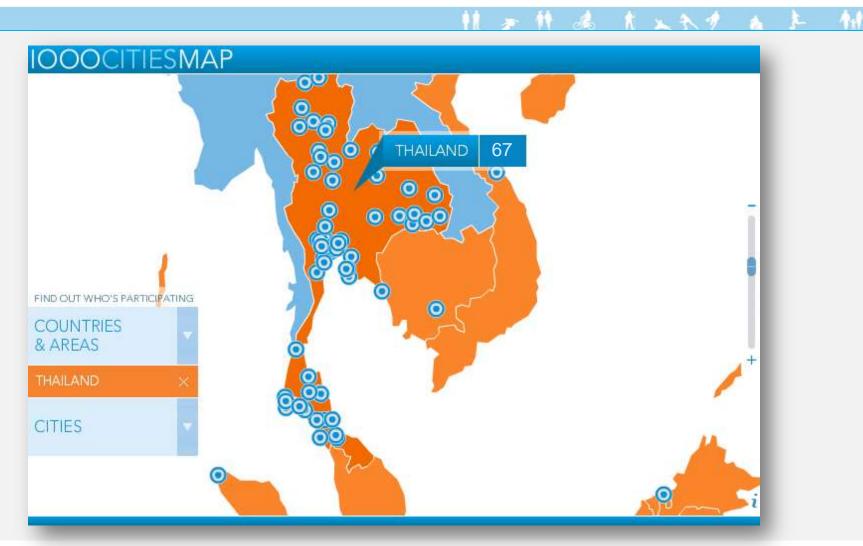
Spain: 55 cities







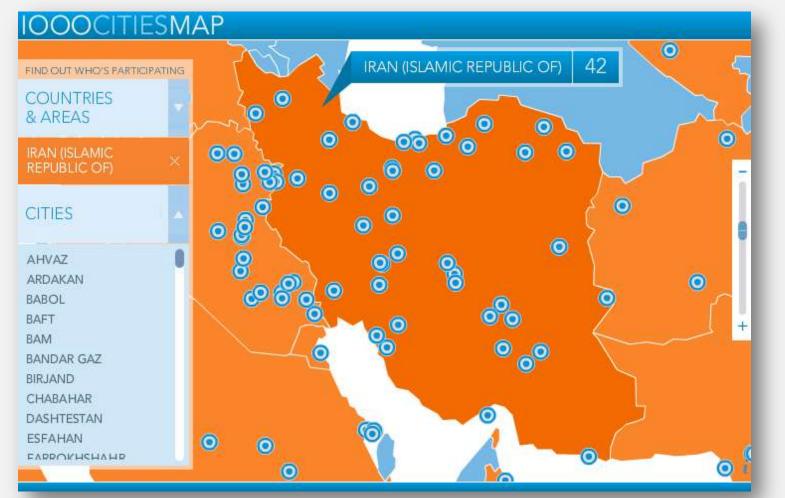
Thailand: 67 cities





Iran: 42 cities







Movements can help lead to public policy change

URBAN HEALTH MATTERS IOOO CITIES IOOO LIVES

Working Together Towards a Healthier And Safer City







IOOOCITIES IOOOLIVES URBAN HEALTH MATTERS



Thank you!

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