Advancing the Public Health Advocacy: A Manifesto
03 May 2023, World Congress on Public Health, Rome

A UNITED CALL FOR PUBLIC HEALTH ACTION AND ADVOCACY CENTRED ON:
PEOPLE AND PLANET, EVIDENCE, TRUST, PARTNERSHIP, INVESTMENT

The 17th 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 effectively advocate for a concerted evidence-based action to safeguard the health of the public globally.

Public Health is recognised as the science of preventing disease, promoting health and prolonging life through 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-oriented 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 17th 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 escalating real effects of climate change. These destabilizing factors have only further exacerbated the wicked problems of health and social inequalities 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 17th 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.

The 17th 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 effectively advocate for a concerted evidence-based action to safeguard the health of the public globally.

Public Health is recognised as the science of preventing disease, promoting health and prolonging life through 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-oriented 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 17th 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 escalating real effects of climate change. These destabilizing factors have only further exacerbated the wicked problems of health and social inequalities 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 17th 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.