

## **Well-being and health promotion**

### **Development of a WHO framework for achieving well-being**

#### **INTRODUCTION**

1. Promoting healthier populations is the third strategic priority of the WHO's Thirteenth General Programme of Work, 2019–2025, which has as its target 1 billion more people enjoying better health and well-being by the end of 2025. In order to operationalize the cohesive approach needed to achieve this target, known as the "Billion 3" target, in 2020 WHO developed, in consultation with partners, an implementation framework for Billion 3.

2. The Executive Board at its 150th session in January 2022 considered a report by the Director-General on WHO's implementation framework for Billion 3.<sup>1</sup> During its discussions, the Board welcomed the achievements in advancing the well-being agenda, and Member States agreed to continue discussions, during the intersessional period leading up to the Seventy-fifth World Health Assembly, on ways to advance health promotion across different sectors.<sup>2</sup>

3. The Seventy-fifth World Health Assembly in May 2022 considered an update to the report of the Director-General<sup>3</sup> and adopted resolution WHA75.19 on well-being and health promotion. The resolution requested the Director-General, *inter alia*, to develop – for consideration by the Seventy-sixth World Health Assembly, through the Executive Board at its 152nd session – a framework on achieving well-being, building on the 2030 Agenda for Sustainable Development and to identify the role that health promotion plays within the framework, in consultation with Member States. It also requested, as part of the framework, the development of an implementation and monitoring plan that includes identifying and supporting the translation into practice of innovative approaches for well-being using health promotion tools, new technologies and approaches to contribute to WHO's general programme of work.

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<sup>1</sup> Document EB150/24.

<sup>2</sup> See document EB150/2022/REC/2, summary records of the Executive Board at its 150th session, tenth meeting, section 5 and eleventh meeting, section 1.

<sup>3</sup> Document A75/10 Rev.1.

## BACKGROUND

4. Health promotion is the process of enabling people to take control over and improve their health and its determinants. The aim of the well-being agenda is to create social, health, economic and environmental conditions that improve both individual and collective quality of life and give people and societies a sense of meaning and purpose. A focus on well-being includes ensuring equitable distribution of resources and thriving and sustainable societies that are resilient, build capacity and are prepared to overcome challenges.

5. In December 2021 WHO organized the 10th Global Conference on Health Promotion: Health Promotion for Well-being, Equity and Sustainable Development – the first time that WHO had used well-being as the theme of a major conference. As an outcome of the Conference, participants agreed on a high-level political statement, the “Geneva Charter for Well-being”,<sup>1</sup> which underlines the urgency of creating sustainable “well-being societies”, committed to achieving equitable health now and for future generations without breaching ecological limits. Discussions during the Conference focused on the contributions that health promotion can make to well-being in the broad areas of people, the planet and prosperity. The Charter builds on the Ottawa Charter for Health Promotion (1986) and the legacy of earlier global conferences on health promotion. It highlights the need for global commitments to achieve equitable health and social outcomes now and for future generations.

6. Noting the outcomes of previous global conferences on health promotion, the Health Assembly in resolution WHA75.19 acknowledged that successful promotion of health and well-being builds on complementary and essential approaches, and it urged Member States to undertake a set of specified actions accordingly.

7. Following the Seventy-fifth World Health Assembly, the Secretariat began work on the draft WHO framework for achieving well-being, guided by resolution WHA75.19 and the action areas of the Geneva Charter for Well-being.

8. Member States were informed about progress of the draft framework for achieving well-being during sessions of the regional committees. The Regional Committee for the Eastern Mediterranean adopted resolution EM/RC69/R.4 on promoting health and well-being in the Eastern Mediterranean Region: moving from theory to action to achieve the health-related Sustainable Development Goals”.<sup>2</sup>

9. The Secretariat held consultations with Member States on the draft framework in August, November and December 2022, comments received guided the Secretariat in the review of a zero draft that was further elaborated through public consultations.<sup>3</sup>

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<sup>1</sup> The Geneva Charter for Well-being. Geneva: World Health Organization; 2021 ([https://cdn.who.int/media/docs/default-source/health-promotion/geneva-charter-4-march-2022.pdf?sfvrsn=f55dec7\\_21&download=true](https://cdn.who.int/media/docs/default-source/health-promotion/geneva-charter-4-march-2022.pdf?sfvrsn=f55dec7_21&download=true), accessed 2 August 2022).

<sup>2</sup> Available at <https://www.emro.who.int/about-who/rc69/documentation.html>, accessed 19 October 2022.

<sup>3</sup> The latest version of the draft framework for achieving well-being, enriched by the consultation process, is available at <https://www.who.int/publications/m/item/achieving-well-being> (accessed 17 December 2022).

## **ACTION BY THE EXECUTIVE BOARD**

10. The Executive Board is invited to note the report and provide guidance on the further development of the draft WHO framework for achieving well-being, particularly in respect of:

- the general approach taken;
- any changes that may be required in the emphasis dedicated to each section, including the implementation and monitoring plan;
- any important omissions.

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