

Opportunities for younger generations

30th Ottawa Charter Anniversary

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REPUBLIC OF SLOVENIA
MINISTRY OF HEALTH



Ottawa Charter and future challenges of health promotion



New technologies and new ethical dilemmas

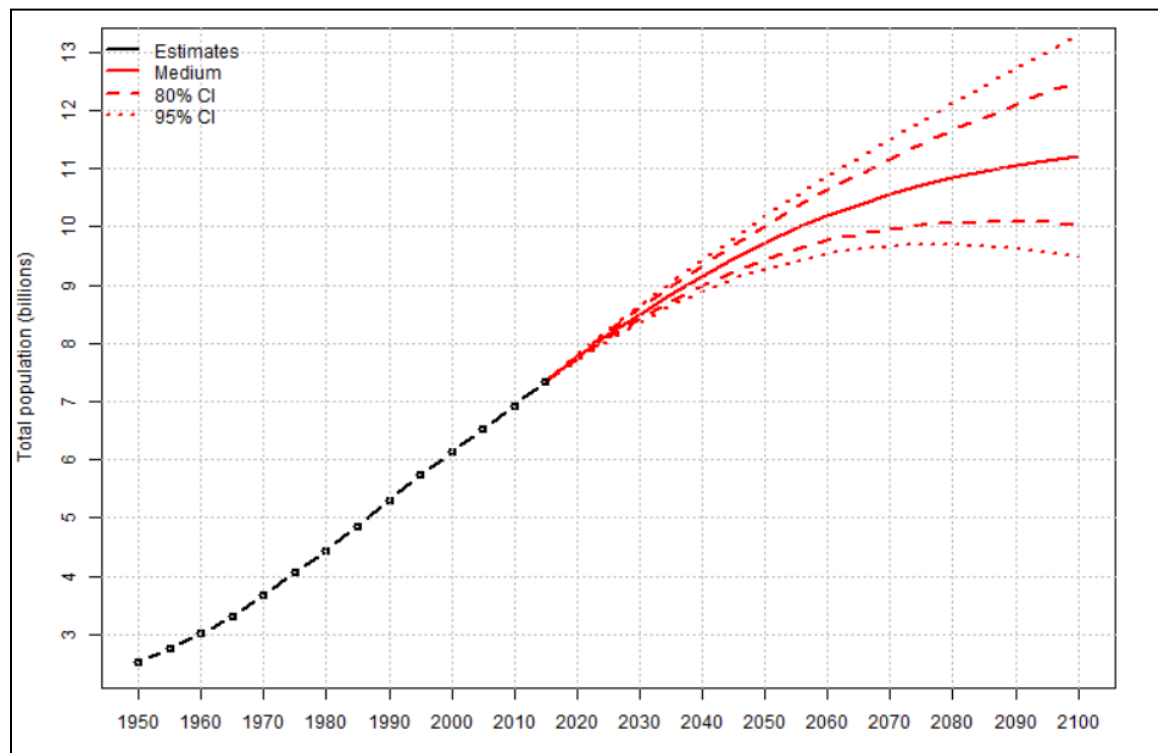
- Age of telecommunication and information
- Digital health technology (mHealth, Quantified Self, Big Data...)
- Individual vs social responsibility
- Digital divide, digital and health literacy
- Ethics in Big Data health analytics
- Incorporating Ottawa Charter principles in Digital health technology

New technologies and new ethical dilemmas

- Opportunities for health promotion
 - Unprecedented data surveillance capabilities
 - Participatory health education and communication
 - Engagement of individuals and communities in developing healthy public policies
 - Community (and healthy environment) development
 - Political engagement of the population (raising awareness of poverty, degradation of environment etc.)

Demographic changes – migrations and population growth

- migration of populations on a scale unwitnessed by current generations
- population growth



Population of the world: estimates, 1950-2015, medium-variant projection and 80 and 95 per cent confidence intervals, 2015-2100

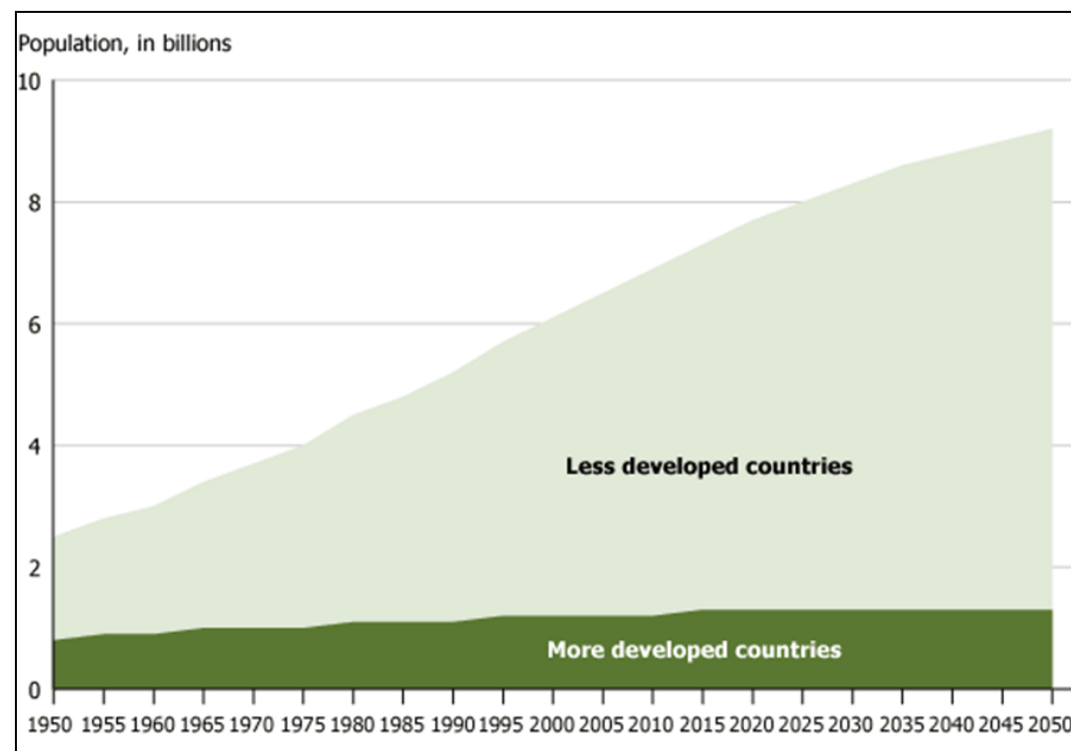
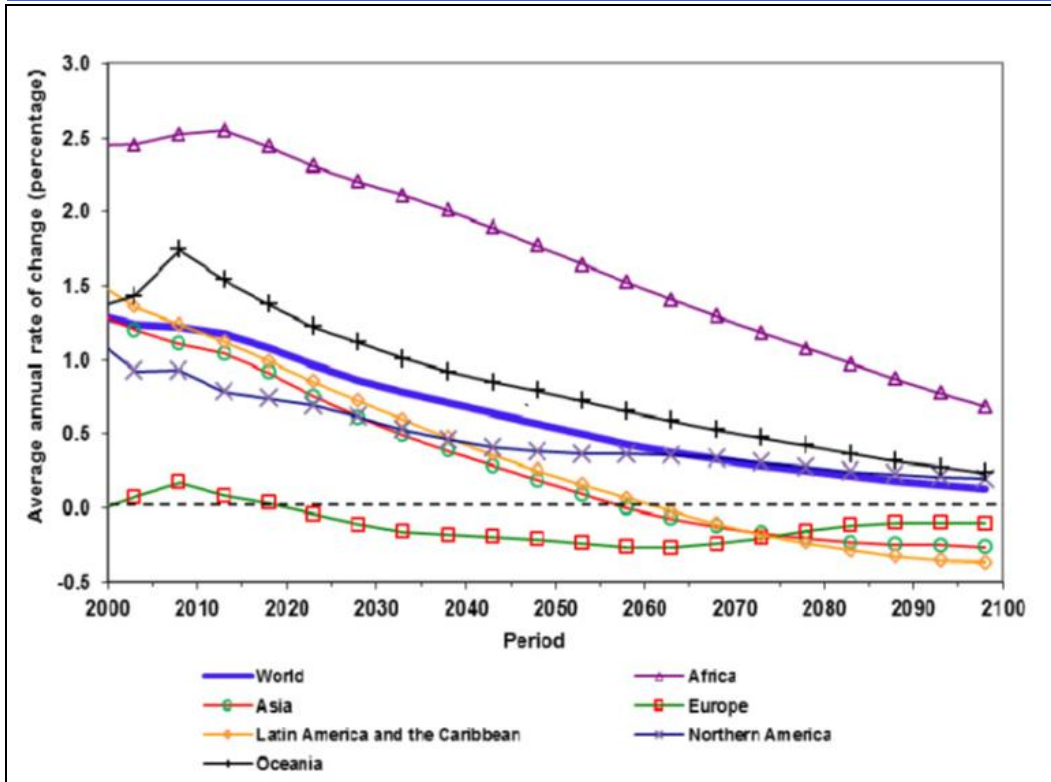


Figure left: United Nations, Department of Economic and Social Affairs, Population Division (2015). World Population Prospects: The 2015 Revision. New York: United Nations
Figure right: United Nations Population Division, World Population Prospects, The 2008 Revision

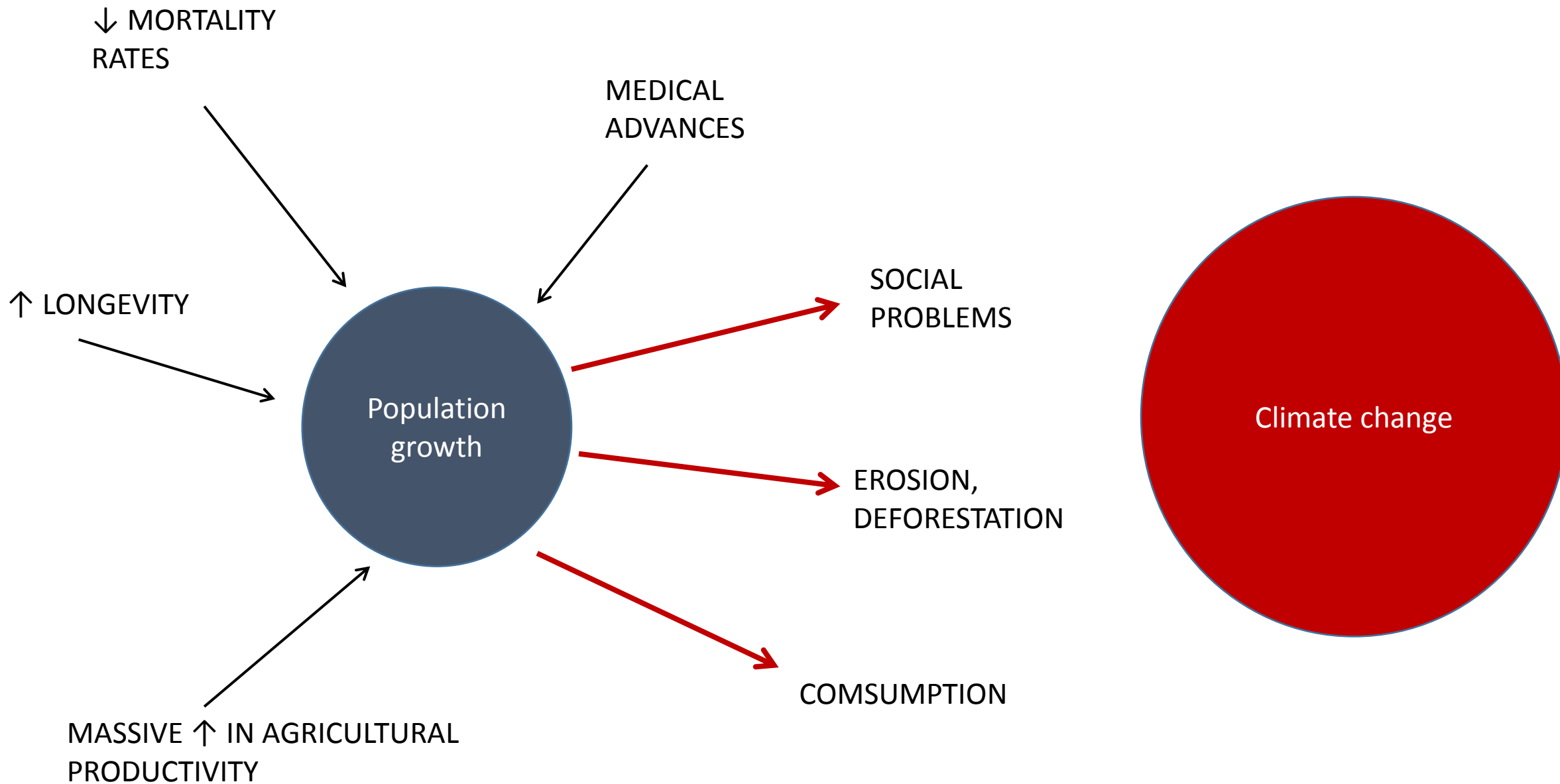
Future population growth and proposed measures



Average annual rate of population change by major area, estimates, 2000-2015, and medium-variant projection, 2015-2100

United Nations, Department of Economic and Social Affairs, Population Division (2015) World Population Prospects: The 2015 Revision. New York: United Nations.

- participatory and transparency in policy making on human reproduction/reproductive health,
- sociological imagination (to understand problems associated with poverty, malnutrition, inequalities, climate changes, etc. as consequences of human growth population),
- create supportive environments that will **inform** people around the world about population, health, and the environment, and **empower** them to use that information to **advance** the well-being of current and future generations.

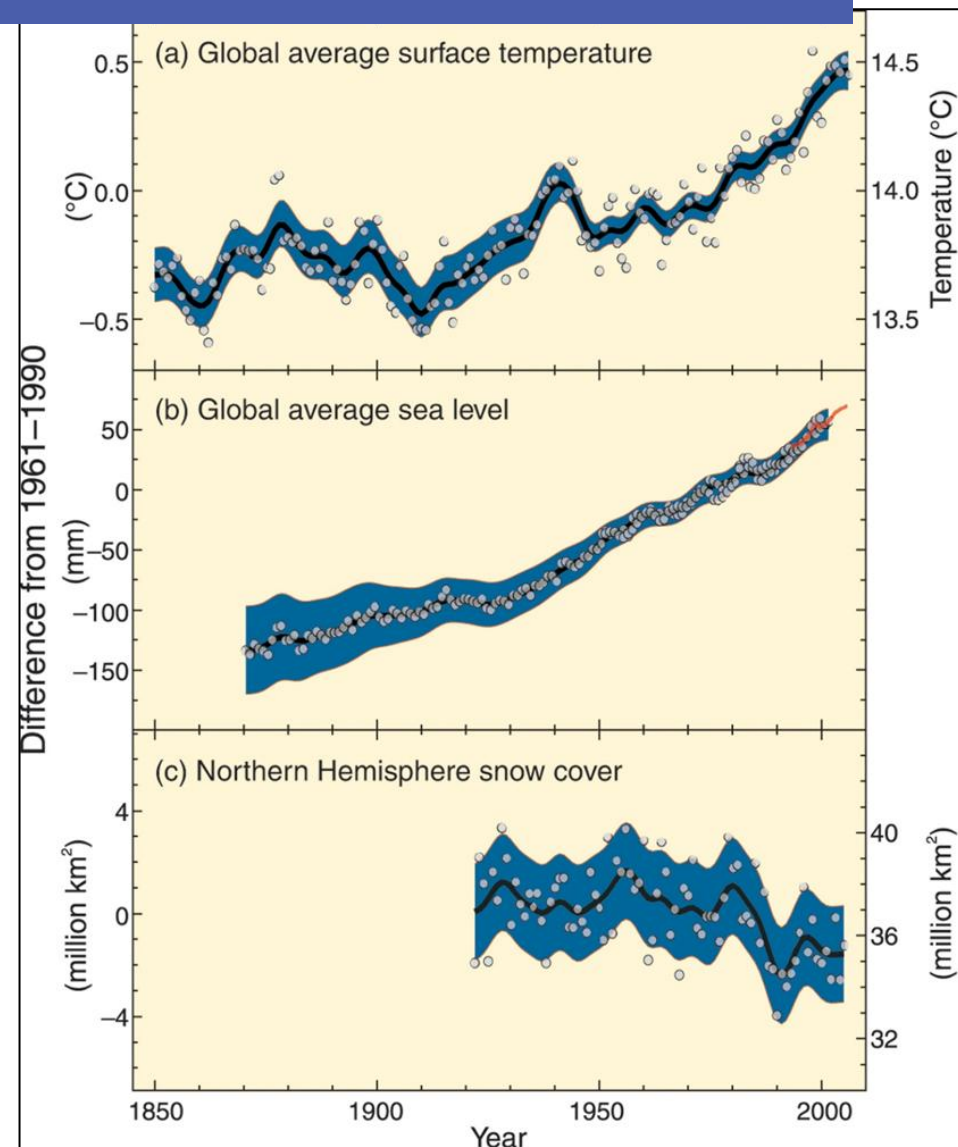


Climate change

- greenhouse gas emissions from human activities
- Low-carbon economy
- Paris agreement, 2015



Figure left: www.hhrjournal.org
Figure right:
<http://www.ipcc.ch/report/graphics/index.php?t=Assessment%20Reports&r=AR4%20-%20Synthesis%20Report&f=Chapter%201>



Climate change: measures

- Strengthen resilience and adaptive capacity to climate changes,
- To realize that this is a complex global problem, affecting all of us – changes in behaviour
- Integrate measures into national policies, strategies and planning
- Low carbon development technologies and energy use

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Conclusion - Opportunities for younger generations

Build Healthy Public Policy

Participatory policy making

Transparency in policy making

Speeding up the evidence based policy making process (from research to implementation, from scientists to practitioners to politicians and back again)

Create Supportive Environments

Global and sustainable approach

Public-private sector partnerships and socially responsible marketing

Healthy urban planning

Strengthen Community Actions

Vertical and horizontal partnerships

Open and transparent communication and funding of local communities

Reversing the current trend of individualization in all spheres of life

Increasing the level of solidarity and social cohesion

Develop Personal Skills

Improving health literacy

Using information and telecommunication technologies to facilitate social cohesion instead of social isolation

Better implementation of life skills education in basic education

Reorient Health Services

Further integration of health and social services > “wellness” services

Building strong health promotion on national level to facilitate international health promotion network integration

Ensuring universal access to health care

Precision medicine and population health

