



**2023** | BANGKOK  
THAILAND

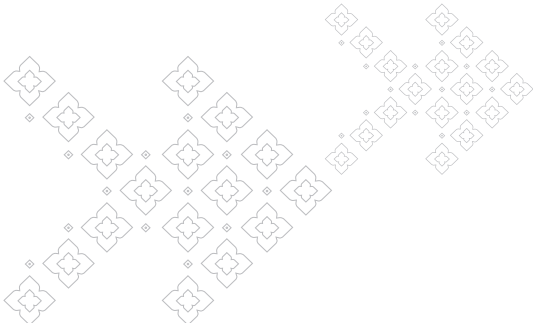
# THE 20<sup>TH</sup> ANNUAL MEETING OF THE INTERNATIONAL NETWORK OF HEALTH PROMOTION FOUNDATIONS 2023

(20<sup>th</sup> INHPF Annual Meeting 2023)

The Next Step of INHPF:  
Accelerating Health Promotion Innovations  
towards Equitable Well-being

**7-10 November 2023**

ThaiHealth Center, Bangkok, Thailand





2023 | BANGKOK  
THAILAND





## ❖ BACKGROUND

The International Network of Health Promotion Foundations (INHPF) was established in 2000 with the aim of enhancing health promotion efforts worldwide. Its objective is to strengthen the capacity of countries interested in promoting health of their populations at national and local levels through the work of health promotion foundations. The network currently consists of seven organizations:

- Victorian Health Promotion Foundation (VicHealth), Australia (currently serving as the INHPF Chair)
- Thai Health Promotion Foundation (ThaiHealth) (currently serving as the INHPF Secretariat)
- Western Australian Health Promotion Foundation (Healthway)
- Korea Health Promotion Institute (KHEPI)
- Taiwan Health Promotion Administration (Taiwan HPA)
- Tonga Health Promotion Foundation (TongaHealth) (currently serving as the INHPF Treasurer)
- Health Promotion Board (HPB), Singapore



INHPF Brochure

Additionally, INHPF collaborates with various international partner organizations, including the Southeast Asia Tobacco Control Alliance (SEATCA), the World Health Organization (WHO), Vietnam Tobacco Control Fund, Lao PDR Tobacco Control Fund, and the International Union of Health Promotion and Education (IUHPE). INHPF has advocated for the establishment of sustainable financial mechanisms for health promotion, as exemplified by projects like ProLEAD, in regions such as WHO-WPRO,

WHO-EMRO and WHO-SEARO. These initiatives enhance countries' capacity to establish such mechanisms. INHPF members have received study visits and shared lessons learned to different countries around the world. Moreover, INHPF has participated and hosted scientific sessions in international forums, including the WHO Global Conference on Health Promotion and the IUHPE World Conference on Health Promotion to promote the health promotion fund models.

Each year the INHPF holds an Annual Meeting to convene among the members and strategic partners, and the 20<sup>th</sup> INHPF Annual Meeting in 2023 is hosted by ThaiHealth in Bangkok, Thailand. The meeting is scheduled to take place from 7<sup>th</sup> to 10<sup>th</sup> November 2023 at the ThaiHealth Center, located in the Sathorn district of Bangkok. The main theme of the meeting is **“The Next Step of INHPF: Accelerating Health Promotion Innovations towards Equitable Well-being”**.

## ❖ OBJECTIVES

- Strengthen the network through the exchange of knowledge, experiences, and the promotion of partnerships and collaborations
- Declare the network's stance and commitment to advancing health promotion globally
- Exchange good practices and lessons learned in health promotion from Thailand with other INHPF members and international partner organizations

## ❖ OUTCOMES

- The INHPF network gets strengthened through the mutual exchange of knowledge, experiences, and the enhancement of partnership and collaboration.
- The Bangkok Declaration is established, signifying the network's commitment to advancing health promotion at a global level.
- Thailand's working models and lessons learned in health promotion efforts are shared to an international stage.

## ❖ PARTICIPANTS

250 participants

- International participants
- Thai policymakers, including members of ThaiHealth's committees, leaders from various ministries and relevant national organizations
- ThaiHealth's partners and health promotion experts
- ThaiHealth executives and staff
- Press media



## PROGRAMME AND SCIENTIFIC INFORMATION

7 November, 2023

TIME	SESSION DESCRIPTION	NOTES
11.00 - 12.00	<b>ThaiHealth Building and Exhibition Tour</b>	Optional
12.00 - 13.00	Lunch	@1 <sup>st</sup> Floor
13.00 - 20.30	<b>Pre Conference Activity</b>	Room 206

8 November, 2023

TIME	SESSION DESCRIPTION	NOTES
08.00 - 09.00	<b>ThaiHealth 22<sup>nd</sup> Birthday Ceremony</b> (a Buddhist Ceremony)	Optional
08.30 - 09.00	<b>Registration</b>	
09.00 - 09.30	<b>Opening Ceremony</b>	@Event Hall 201
09.30 - 10.30	<b>Press Interview/ Healthy Break</b>	

### Plenary 1: Health Promotion Innovations towards Equitable Well-being

10.30 - 10.45	<b>Keynote Address :</b> <b>“The Journey of INHPF : 23 Years and Counting”</b> by Prof. Dr. Prakrit Vathesatogkit, INHPF Advisor and Executive Secretary, Action on Smoking and Health (ASH), Thailand		@Event Hall 201
10.45 - 11.00	<b>Keynote Address :</b> <b>“A Global View of Health Promotion in the 21<sup>st</sup> Century”</b> by Dr. Rüdiger Krech, Director, Health Promotion, Division of Universal Health Coverage and Healthier Populations, WHO Headquarters, Geneva, Switzerland (via a VDO)		@Event Hall 201
11.00 - 12.00	<b>Panel Discussion “Health Promotion Innovations towards Equitable Well-being”</b>		@Event Hall 201
12.00 - 13.00	Lunch		@1 <sup>st</sup> Floor
13.00 - 14.45	<b>Parallel Sessions 1.1</b> <b>Topic: “Synergistic Partnership / Multisectoral Collaboration in Health Promotion”</b>  [@Event Hall 201]	<b>Parallel Sessions 1.2</b> <b>Topic: “Innovations to Addressing Major Risks of NCDs”</b>  [@2 <sup>nd</sup> Floor, Room 206]	
14.45 - 15.15	Healthy Break		
15.15 - 17.00	<b>Parallel Sessions 2.1</b> <b>Topic: “Marketing and Power of Young Generation for Health Promotion”</b>  [@4 <sup>th</sup> floor, Room 413]	<b>Parallel Sessions 2.2</b> <b>Topic: “Leaving No One Behind: Building Cultures of Equity and Inclusivity”</b>  [@Event Hall 201]	

9 November, 2023

TIME	SESSION DESCRIPTION	NOTES
<b>Plenary 2: The Next Decade of INHPF: Key Challenges and Opportunities</b>		
09.00 - 10.30	<p><b>Keynote Address :</b>  <b>“The Next Decade of INHPF: Key Challenges and Opportunities”</b>                      by Dr.Sandro Demaio, VicHealth CEO and INHPF Chair</p> <p><b>Panel Discussion “How to tackle key challenges and capitalize on opportunities to advance health promotion in a dynamic world”</b></p>	Optional @Event Hall 201
10.30 - 11.00	Healthy Break	
11.00 - 12.00	<b>INHPF Declaration Ceremony</b>	@Event Hall 201
12.00 - 13.00	Lunch	
13.00 - 15.00	<p><b>INHPF CEO Meeting</b>                      [@3<sup>rd</sup> Floor, Room 326]</p> <p><b>Participants:</b> CEOs from INHPF members</p>	<p><b>Officers Networking Session</b>                      [@2<sup>nd</sup> Floor, Room 206]</p> <p><b>Participants:</b> Staff from each HPF and partner organizations</p>

10 November, 2023

TIME	SESSION DESCRIPTION	NOTES
09.30 - 15.30	<p><b>Field Visit at Partners’ Sites</b></p> <p><b>Route Sampran Model, (Nakhon Pathom Province):                      The Model of Organic Agriculture for Sustainable Development in Society</b>                      (on healthy food system and sustainable agriculture)</p> <p><b>Route Bangkok City Center:                      Healthy Station at the Underground Train (MRT) Lumphini Station                      and Healthy Space at Benchakitti Forest Park</b>                      (on social marketing campaigns and health space)</p>	



## ◆ PLENARY SESSION

Session No.	Plenary Session 1 (PL01)
Topic	Health Promotion Innovations towards Equitable Well-being
Date/Time	Wednesday, November 8 <sup>th</sup> 2023 / 10.30 -12.00
Location	Event Hall Room 201, 2 <sup>nd</sup> Fl. ThaiHealth Center

### Session Description

Over the past 23 years, the International Network of Health Promotion Foundations (INHPF) has put efforts in forging a robust platform for collaboration and shared learning among its diverse members. The Network began with a small beginning where a few leaders from a few existing health promotion foundations at that time held an informal meeting to exchange ideas and experiences among themselves. Over the past 2 decades, the network members have evolved to jointly pursued a number of key actions, for example, enhancing other countries' capacity to establish innovative and sustainable mechanisms for health promotion; welcoming study visits and shared lessons learned to a number of countries on health promotion knowhow; organizing sessions and side events in relevant global forums to disseminate health promotion best practices; and fostering partnerships with external partners, such as WHO-SEARO, WHO-WPRO and SEATCA, on several win-win initiatives.

Meanwhile, in the first two decades of this 21<sup>st</sup> century, an array of challenges and opportunities have emerged, catalyzing the need for innovative health promotion strategies that ensure health equity and improve overall well-being for all. Global trends such as urbanization, aging populations, climate change, rapid technological advancements, and evolving disease patterns are reshaping the health landscape. These phenomena bring unprecedented health challenges but also open up new avenues for health promotion. For example, digital technologies offer novel opportunities for health promotion, with online interventions showing promise in areas like mental health promotion (Hollis *et al.*, 2017).

However, addressing these emergent challenges and maximizing the opportunities requires health promotion strategies that are not only effective but also innovative, equitable, and adaptable to a variety of contexts. Significant health inequities persist both within and between countries, reflecting the underlying social, economic, and political determinants of health.



The COVID-19 pandemic has further spotlighted these disparities, with marginalized communities disproportionately impacted due to underlying socio-economic factors. Tackling these health inequities necessitates a strong commitment to health equity in health promotion efforts and a focus on reaching the most vulnerable and disadvantaged populations.

This year at the 76<sup>th</sup> World Health Assembly (WHA76), member states adopted the WHA Decision A76(22) “Achieving well-being: a global framework for integrating well-being into public health utilizing a health promotion approach”. This is a groundbreaking global framework aimed at integrating well-being into public health through a holistic approach. Responding to complex modern health challenges, the framework promotes health equity and well-being worldwide. To address diverse aspects of well-being, this framework is rooted in six strategic directions:

- ① Nurturing Earth's ecosystems
- ② Designing equitable social protection systems
- ③ Building economies for human development
- ④ Promoting universal health coverage
- ⑤ Advocating beneficial digital systems
- ⑥ Measuring well-being



These strategic paths are backed by specific policy orientations, addressing a vast array of issues such as environmental governance, fiscal policies, and digital literacy. The framework presents a cohesive approach to public health and well-being.

This plenary is designed to delve into and discuss inventive health promotion strategies that are making strides towards health equity and overall well-being. A global view of health promotion in the 21<sup>st</sup> century will be presented to give a big picture of health promotion movements, including the challenges and opportunities that have emerged. Building on the 23 year journey of the INHPF along with experiences and insights from individual HPF members, we also intend to explore how health promotion is creatively adapting to address the health challenges and opportunities, including the recent WHO well-being framework. By fostering shared learning and stimulating dialogue, the plenary aims to encourage further innovation and collaboration in the field of health promotion. The session will also show highlights of innovations from different HPFs, offering invaluable lesson learned that can be utilized by other countries.

## Session Objectives

- 1 To understand a global overview and movements of health promotion in the 21<sup>st</sup> century, including the key challenges and opportunities that have emerged
- 2 To discuss and explore innovative health promotion strategies, informed by the 23 year journey of the INHPF as well as individual INHPF member experiences, that foster health equity and enhance overall well-being while addressing the 21<sup>st</sup> century health challenges and opportunities
- 3 To encourage shared learning and dialogue, aiming to inspire further innovation, collaboration in the field of health promotion

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### Key Messages / Key Questions to be addressed in the session:

1. What innovative health promotion strategies have INHPF members implemented to promote health equity and overall well-being in the face of the 21<sup>st</sup> century challenges and opportunities?
2. How can we leverage global trends and advancements by endorsing health promotion, such as urbanization, aging populations, climate change, rapid technological advancements, and evolving disease patterns?
3. How can health promotion strategies be tailored to be effective, innovative, equitable, and adaptable to a variety of contexts?
4. How can health promotion efforts better address the persisting health inequities within and between countries, especially in the wake of the COVID-19 pandemic?
5. What are some innovations from different HPFs worth highlighting, which offer invaluable lesson learned that can be utilized by other countries in their health promotion efforts?

### Expected Outputs/Outcomes of the Session:

1. An understanding of a global overview and movements of health promotion in the 21<sup>st</sup> century and the awareness of the INHPF journey and contribution in its first two decades.
2. The inspiration and the learning from health promotion innovations informed by the experiences and lesson learned of INHPF members that foster health equity and enhance overall well-being.



## “The Journey of INHPF : 23 Years and Counting”

Keynote Speaker

### Prof. Dr. Prakrit Vathesatogkit

INHPF Advisor and Executive Secretary  
Action on Smoking and Health (ASH), Thailand



## “A Global View of Health Promotion in the 21<sup>st</sup> Century” (via a VDO)

Keynote Speaker

### Dr. Rüdiger Krech

Director, Health Promotion, Division of Universal Health  
Coverage and Healthier Populations, WHO Headquarters  
Geneva, Switzerland



Panel Discussion

“Health Promotion Innovations towards Equitable Well-being”

Panel Discussion Chair



**Dr. Sandro Demaio**

VicHealth CEO  
and INHPF Chair

Panelists



**Mr. Tay Choon Hong**

Chief Executive  
Health Promotion Board, Singapore



**Ms. Shu-Li Chia**

Deputy Director General  
Health Promotion Administration,  
Taiwan



**Dr. Yu-Hsuan Lin**

Division Director  
Maternal and Child Health Division  
Health Promotion Administration,  
Taiwan



**Dr. Supreda Adulyanon**

Chief Executive Officer  
ThaiHealth

Session No.	Plenary Session 2 (PL02)
Topic	The Next Decade of INHPF: Key Challenges and Opportunities
Date/Time	Thursday, November 9 <sup>th</sup> , 2023 / 9.00 – 10.30
Location	Event Hall 201, 2 <sup>nd</sup> Fl., ThaiHealth Center

### Session Description

The International Network of Health Promotion Foundations (INHPF) was formed up around the year 2000 to exchange ideas and experiences among the existing health promotion foundations. By the year 2005 the first network agreement was endorsed, having the aim to enhance the performance of existing health promotion foundations and to support the establishment of new health promotion foundations. Over the past 2 decades, the network members have jointly pursued a number of key actions, for example, serving as resource organizations to the Pro-LEAD projects to enhance countries' capacity to establish innovative and sustainable mechanisms for health promotion in several regions of WHO such as Western Pacific region, the Eastern Mediterranean region, and the Southeast Asian region. The Network members have received study visits and shared lessons learned to a number of countries. Moreover, the Network has participated and organized sessions and side events in relevant global forums to disseminate health promotion best practices, such as in the

WHO Global Conferences on Health Promotion and the IUHPE World Conferences on Health Promotion. Moreover, each year the network holds an annual meeting, convening the members and partners to exchange knowledge and experiences.

This plenary session aims to explore the situation of health promotion funds/foundations and their collaborating and interacting in support of health promotion initiatives, having the INHPF as the prime example. This includes experience sharing from individual health promotion funds/foundations. The session may also touch on the impact of the INHPF on its contribution to the establishment of new health promotion foundations.

In addition, the discussion on key challenges or the difficulties that the INHPF and its members are expected to face in the upcoming decade in their health promotion initiatives may be explored. These challenges may include financial constraints, policy issues, global mega trends or global health crises.

On the flip side, the session would also explore the opportunities and prospects for the INHPF and the individual health promotion funds/foundations in the next decade. The areas of discussion could include innovations in funding models, technological advancement, emerging health promotion strategies, or partnerships with other organizations and sectors.

It is expected that the session would offer insights into the current situation, the challenges to be faced and the opportunities that lie ahead for the INHPF and its members. It would also serve as a platform for experts to share their perspectives and engage with the audience on these critical issues.

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### Session Objectives

- 1 To provide an overview of the state of the INHPF and individual health promotion funds/foundations as well as their contribution to the establishment of new health promotion foundations
- 2 To offer insights into the challenges to be addressed and the opportunities that lie ahead in the next decade for the INHPF and its members
- 3 To seek a viable way forward for the INHPF and its members



### Key Messages / Key Questions to be addressed in the session:

1. Health promotion funds/foundations forming the INHPF have been strengthened from exchange ideas and experiences and have greatly contributed to the establishment of new health promotion foundations.
2. In the next decade, INHPF and its members may face new challenges and difficulties, including financial constraints, policy issues, global mega trends or global health crises.
3. At the same time, the next decade may present to them opportunities to advance their mission even further due to innovations in funding models, technological advancement, emerging health promotion strategies, or novel partnerships with other organizations and sectors.

### Expected Outputs/Outcomes of the Session:

1. An understanding of the current situation of health promotion funds/foundations and the INHPF, including their role to support the establishment of new health promotion foundations
2. An insights into the challenges to be faced and the opportunities that lie ahead in the next decade and a possible way forward for the INHPF and its members



## “The Next Decade of INHPF: Key Challenges and Opportunities”

Keynote Speaker

**Dr. Sandro Demaio**

VicHealth CEO  
and INHPF Chair

Panel Discussion

“How to tackle key challenges and capitalize on opportunities to advance health promotion in a dynamic world”

Panel Discussion Chair



**Dr. Supreda Adulyanon**

Chief Executive Officer  
ThaiHealth

Panelists



**Ms. Ofeina Filimoehala**

CEO  
Tonga Health Promotion Foundation



**Ms. Sarah Xia**

Chief of Staff  
VicHealth



**Ms. Bungon Ritthiphakdee**

Founder and  
Senior Advisor to SEATCA



**Professor Yik-Ying Teo**

Dean, Saw Swee Hock School of Public  
Health, National University of Singapore



## ❖ PARALLEL SESSION

Session No.	Parallel Session 1.1 (PS1.1)
Session Title	Synergistic Partnership and Multisectoral Collaboration in Health Promotion
Date/Time	Wednesday, November 8 <sup>th</sup> 2023 / 13.00 -14.45
Location	Room 201, 2 <sup>nd</sup> Fl. ThaiHealth Center

### Session Description

Improving health promotion is challenging because of the size of its population and wide variation in geography, social and physical determinants of health. Multi-sectoral collaboration refers to deliberate collaboration among various stakeholder groups (e.g., government, academia, civil society, communities, and private sector) to jointly achieve a health promotion outcome. Synergistic partnerships and shared responsibility across sectors and stakeholders are seen as being at the heart of good governance for good health and sustainable development. By engaging multiple sectors, partners can leverage knowledge, expertise, reach, and resources, benefiting from their combined and varied strengths as they work toward the shared goal of producing better health promotion outcomes. These multi-sectoral actions can address the social and economic factors that influence the health of a population at the local, national, and global levels. Therefore, this parallel session aims to identify the challenges, opportunities and capacity development for effective multi-sectoral actions for health promotion domain and to provide perspective and recommendations on actions needed for the future.

### Session Objectives

- 1 To share experience and evidence on how to create and maintain synergistic health promotion alliances
- 2 To assess key factors in the effectiveness of multisectoral alliances in the health promotion domain
- 3 To provide perspective and recommendations on the future

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### Key Messages / Key Questions to be addressed in the session:

1. How to create and increase collaboration between health promotion alliances and among INHPF members?
2. What are the key enablers and barriers to implementing various synergistic partnership and multi-sectoral approaches to health promotion?
3. What is the top collaboration challenges in the near future and how to deal with them?

## Expected Outputs/Outcomes of the Session:

1. Shared understanding of key enablers and barriers for synergistic partnership and multi-sectoral collaboration in health promotion
2. Shared lessons and experiences regarding actions needed to effective collaboration of INHPF member and other health promotion alliances
3. Shared opinions and consensus around practical challenges and future directions

### Session Chair



**Dr. Nuttapun Supaka**

Senior Director of Partnership and International Relations Section, ThaiHealth

### Panelists



**Ms. Ofeina Filimoehala**

CEO  
Tonga Health Promotion Foundation



**Mr. Gideon Ho**

Assistant Director  
Strategic Planning & Collaborations  
Health Promotion Board, Singapore



**Mr. Mark Tuohy**

Chief Operating Officer  
Health and Well-being Queensland



**Ms. Kristine Cooney**

Executive Manager  
Policy, Strategy & Impact Group  
VicHealth



**Mr. Teera Watcharapranee**

Director  
StopDrink Network, Thailand

Session No.	Parallel Session 1.2 (PS1.2)
Topic	Innovations to Address Major Risks of NCDs
Date/Time	Wednesday, November 8 <sup>th</sup> , 2023 / 13.00 -14.45
Location	Room 206, 2 <sup>nd</sup> Fl. ThaiHealth Center

### Session Description

Non-communicable diseases (NCDs) are among the biggest health threats for people and increasing concern for society. NCDs has been extended to cover a wide range of health problems. The main risk factors contributing to NCDs involve unhealthy diets, physical inactivity, tobacco use, and alcohol misuse. New approach to reducing NCD risks such as in building a health ecosystem, improving health services, digital health technology, prevention strategies, and policy-making hold promise in mitigating the risk and consequences of NCDs. After COVID-19, it is crucial to prioritize and adapt healthcare systems to ensure continuity of NCDs care, including telemedicine and remote monitoring options. Public health efforts should focus on promoting healthy behaviours, mental well-being, and equitable access to healthcare services for both prevention and management of NCDs. The session aims to bring together experts and practitioners to discuss these innovative approaches.

### Session Objectives

- 1 To share, inspire and motivate the new approach to reducing NCD risks
- 2 To explore innovative practices, technologies, and interventions addressing NCDs
- 3 To seek future collaborations to advance the innovative practices, technologies, and interventions addressing NCDs

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### Key Messages / Key Questions to be addressed in the session:

1. Innovative Strategies focus on new models for NCDs prevention and Health Promotion
2. Technological Innovations includes the role of digital health solutions for NCDs prevention and Health Promotion
3. Policy Innovations for NCDs: novel policy approaches and systems-level changes that facilitate a supportive environment for NCD prevention and management, such as NCD-related laws, taxes, health insurance, and public awareness campaigns
4. Innovative Partnerships and Financing: novel multi-stakeholder partnership models and innovative financing solutions that enable scaling up of effective interventions and technologies against NCDs

## Expected Outputs/Outcomes of the Session:

1. An understanding of the potential and limitations of current innovations in addressing the risks and challenges posed by NCDs
2. An effective set of innovative strategies, technologies, and policies that can be applied in different contexts to combat NCDs
3. Future collaborations to advance the innovative practices, technologies, and interventions addressing NCDs

### Session Chair



**Dr. Pairoj Saonuam**

Assistant CEO  
ThaiHealth

### Panelists



**Dr. Sandro Demaio**

CEO VicHealth  
and INHPF Chair



**Mr. James Lim**

Assistant Director  
Division  
Health Promotion Board, Singapore



**Assoc. Prof. Dr. Yodchanan Wongsawat**

Director  
Institute for Technology and Innovation  
Management (iNT) Mahidol University



**Dr. Yumi Oh**

Director Department of Health Policy  
Research and Evaluation  
Korea Health Promotion Institute  
(KHEPI)



**Dr. Olivia Corazon Nieveras**

Medical Officer  
(Non-Communicable Diseases)  
WHO Thailand

Session No.	Parallel Session 2.1 (PS2.1)
Topic	Social Marketing and Power of Young Generation for Health Promotion
Date/Time	Wednesday, November 8 <sup>th</sup> , 2023 / 15.15 -17.00
Location	Room 413, 4 <sup>th</sup> Fl. ThaiHealth Center

### Session Description

Social Marketing is one of the most important tools to make social changes. Thaihealth has been using it to drive the campaigns related to health promotion for more than 20 years. Numerous successful social marketing campaigns by ThaiHealth have been well recognized.

In addition to Thaihealth's social marketing efforts, numerous global partners and organizations have also used social marketing tools to contribute to social transformation. Many networks have come together in an attempt to establish a social marketing network, with the aspiration that this collective effort will drive more significant social change on a global scale. Seven speakers from the UK, Australia and Thailand will come to share their ideas and experiences about how they use social marketing to build the social change. If you're interested to learn and share ideas about the social marketing. We invite you to join us in this room.

### Session Objectives

- 1 To Share social marketing working experience by international organizations and local organizations
- 2 To exchange lesson learned of moving social change through social marketing
- 3 To explore communication strategy, research and social marketing networks

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### Key Messages / Key Questions to be addressed in the session:

1. What is social marketing?
2. Impact of the social marketing on the social change
3. Benefits of social marketing
4. Introduction of the International Social Marketing Association network
5. How can we measure the effectiveness of the social marketing?
6. Social marketing research methodologies
7. How to set key performance indicators of a social marketing program

### Expected Outputs/Outcomes of the Session:

1. An understanding of the core concept and working experiences of social marketing
2. An understanding of lesson learned in moving social change by social marketing
3. Future collaborations to advance the International Social Marketing Association

### Session Chair



**Ms. Supatnuj Sorndamrih**

Senior Director of Social Marketing Sector  
ThaiHealth

### Keynote Speakers



**Professor Jeff French**

Brighton University and CEO of Strategic  
Social Marketing



**Professor Sharyn Rundle-Thiele**

Vice President,  
International Social Marketing Association

## Keynote Speakers



**Dr. Derek Ong Lai Teik**

Associate Head of Marketing  
Subject Group  
Hertfordshire Business School



**Mr. Nontakorn Siriwattanasatorn**

Medical Student, Chulalongkorn University  
and Vice-President for the External Affairs  
The International Federation of Medical Students  
Associations, Thailand Chapter (IFAMSA-Thailand)

## Panel Discussion

“Co-working experience on developing health campaigns”



**Dr. Sa-Nga Damapong**

Nutrition Specialist



**Dr. Chantana Ungchusak**

Chairman of the Board of  
Healthy Food Plan, ThaiHealth



**Mr. Sompat Trisadikun**

Chief Creative Officer  
GREYnJ UNITED

Session No.	Parallel Session 2.2 (PS2.2)
Topic	Leaving No One Behind: Building Cultures of Equity and Inclusivity
Date/Time	Wednesday, November 8 <sup>th</sup> 2023 / 15.15 -17.00
Location	Room 206, 2 <sup>nd</sup> Fl. ThaiHealth Center

### Session Description

According to the new concept defined by the World Health Organization (WHO), the findings showed that inequality in health outcomes did not emerge from only personal behaviours but also the Social Determinants of Health (SDH). It can be explained that this factor plays a role in determining the health status of the population from birth, living, working, entering the elderly period and death. Consequently, it is a significant factor that leads to health inequality problems.

Supporting health promotion through various population groups, particularly in economic and social factors which lead to unequal health conditions will support social justice. Although marginalized groups are diverse. However, they face challenging situations together as follows: (1) invisible, overlooked, (2) burdened, (3) high risk, (4) excluded from policy, and (5) having conscience of surrendering or surrendering.

Challenge of working to achieve health equality is to work to reduce inequality through social factors. This will create changes both at the level of mindset and at the structural level. Furthermore, strategies to build coalitions from other groups are also important apart from empowering marginalized populations.

Supporting health promotion in terms of economic and social factors that lead to health inequality can create fairness for the society. Working in reducing structural inequalities or social determinants of health is not only alleviating suffering for marginalized population or certain population groups, but also reducing structural inequality in society as a whole. It is to emphasize that a result of the structural inequality affects all population groups in the society. This is a big challenge in working to achieve justice and reduce health inequalities.



## Session Objectives

- 1 To share and discuss knowledge and experiences in health promotion operations in the context of population differences and reducing inequalities
  - 2 To increase future collaborations for ensuring equal opportunities and reducing inequalities in the society
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### Key Messages / Key Questions to be addressed in the session:

1. An overview of Social Determinants of Health (SDH), which affects health inequality and the health status of the population and vulnerable groups
2. Achievable Goals for reducing and preventing health and well-being inequalities within and among populations: good/best practices
3. The roles of policy, practice and social innovations
4. Regional and international social networks
5. Challenges and opportunities in the organization and network to reduce health inequality

### Expected Outputs/Outcomes of the Session:

1. An understanding and learning about health promotion operations under the context of both differences and reducing inequalities in various dimensions
2. A collaboration network of health promotion operations under the context of both differences and reducing inequalities in various dimensions



Panel Discussion Chair



**Dr. Prakasit Kayasith**

Deputy CEO  
ThaiHealth

Panelists



**Dr. Wachara Riewpaiboon**

Deputy Director  
Ratchasuda College  
Faculty of Medicine Ramathibodi Hospital  
Mahidol University, Thailand



**Mr. Renaud Meyer**

UNDP Resident Representative  
to Thailand



**Mr. Mark Tuohy**

Chief Operating Officer  
Health and Well-being Queensland



**Mrs. Jatuporn Rojanapanich**

Director-General  
Department of Social Development  
and Welfare, Ministry of Social  
Development and Human Security, Thailand



**Dr. Cynthia Maung**

The Mae Tao Clinic  
Thailand

## ◆ SITES OF FIELD VISIT

**Route** *Sampran Model, Nakhon Pathom Province*

### ◆ Sampran Model

The Model of Organic Tourism for Sustainable Development in Society



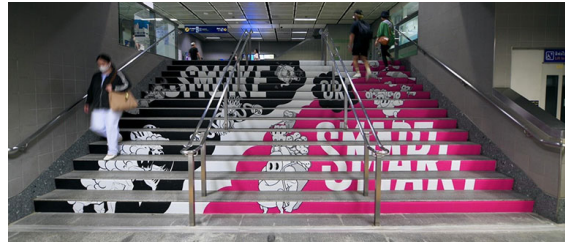
(on healthy food system  
and sustainable agriculture)



## ❖ SITES OF FIELD VISIT

### Route *Bangkok City Center*

#### ❖ Healthy MRT Stations and Healthy Space at Benchakitti Park



(on social marketing campaigns and health space)







The Next Step of INHPF:  
Accelerating Health Promotion Innovations  
towards Equitable Well-being

