

# *Health in All*

*Trade, austerity, migration & the need for change*

*Governance and Advocacy*

*I acknowledge the important role that Indigenous people have made to culture internationally and their special connection to land*

**Michael Moore**

- CEO PHAA
- President: World Federation PH Associations
- Adjunct Professor, Health Policy and Governance, University of Canberra
- Visiting Professor, University of Technology, Sydney
- Former Minister for Health (ACT)



# A Global Charter for the Public's Health

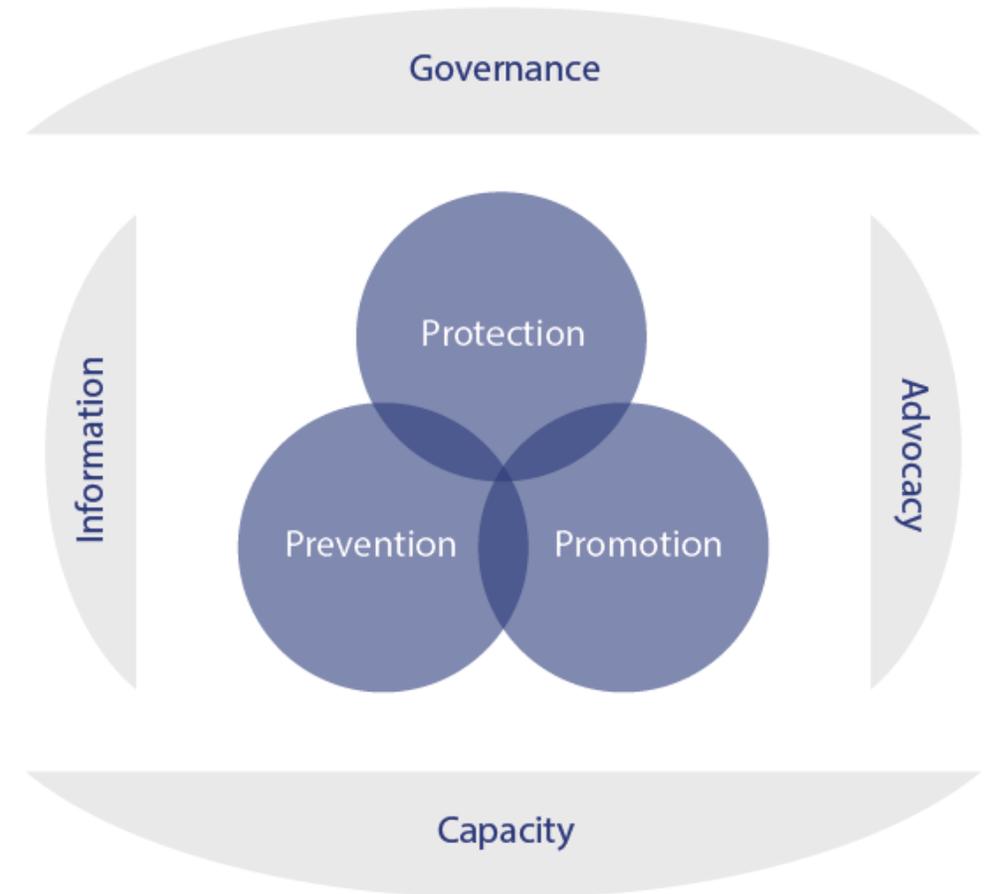
The WFPHA in collaboration with WHO

## A 'Horizontal' Approach in the Global Context

- To be read in conjunction with the Sustainable Development Goals
- Following on from:
  - Declaration of Alma Ata (1978)
  - The Ottawa Charter (1986)
  - Millenium Development Goals

## Seven areas of action

- Services
  - Protection
  - Prevention
  - Promotion
- Enablers/Functions
  - Governance
  - Information
  - Advocacy
  - Capacity



## ***10 STEPS – to INFLUENCE***

- Step 1: Establishing a Sense of Urgency
- Step 2: Creating the Guiding Coalition
- Step 3: Developing and Maintaining Influential Relationships
- Step 4: Developing a Change Vision
- Step 5: Communicating the Vision for Buy-in
- Step 6: Empowering Broad-based Action
- Step 7: Being Opportunistic
- Step 8: Generating Short-term Wins
- Step 9: Never Letting Up
- Step 10: Incorporating Changes into the Culture

Modified from Kotter: 'Change Management' Theory

# An invitation

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voices vision action