

FACT SHEET

HEALTHY3 – AN INITIATIVE OF HEALTH PROMOTION SWITZERLAND

Promoting Healthy People in Healthy Societies on a Healthy Planet Interdisciplinary Think-Tank (ITT) and Platform for Opinion Leaders (POL)

Vision

The healthy3 initiative strives for joint efforts to promote healthy people in healthy societies on a healthy planet.

Mission

The healthy3 initiative focuses and works on issues relevant to the health and wellbeing of present and future generations. Therefore, it seeks to contribute to a convergence of sustainable development and health promotion in the context of globalization.

Goal and objectives

The healthy3 initiative identifies and enables the use of synergies between the efforts in the fields of sustainable development and health promotion. Toward this end, the healthy3 initiative facilitates constructive dialogues aimed at exchanging and disseminating cutting-edge knowledge, experiences and opinions.

Organization and Process

The major organizational and procedural elements of the healthy3 initiative are the
a) Interdisciplinary Think-Tank b) Platform for Opinion Leaders

Interdisciplinary Think-Tank (ITT)

Group of 25 thought leaders, experts, scientists from corporate, public and non-governmental sector, with the following tasks:

- Deliver recommendations and potential measures
- Assure output oriented dialogue by professional moderation and strategic communication;
- Enable further thematic events

Platform for Opinion Leaders (POL)

Panel composed by 5-6 CEOs, political decision makers/ ministers or their advisors, ex-ministers (e.g. environment, public health), prominent scientists.

Main goals/expectations:

- Challenge recommendations proposed by the Interdisciplinary Think-Tank (ITT)
- Check feasibility of measures proposed in white paper
- Outreach: disseminate insights
- Initiate and facilitate joint action

The POL panel will discuss and challenge the recommendations made in the White Paper “The Food System: a prism of present and future challenges for health promotion and sustainable development” during the 3rd plenary on July 14, 2010 of the IUHPE World Conference on Health Promotion.