

Empowering Communities to Take Control over their Health and Well-being: A Webinar Series

Organized by WHO in collaboration with the International Union for Health Promotion and Education (IUHPE)

Webinar #2 Community Engagement for Addressing Commercial Determinants of Health



Wednesday, 31 July 2024



14:00 – 16:00 CEST

[Please register here](#)



Chair: Nicholas Freudenberg
Distinguished Professor of
Public Health at City University
of New York School of Public
Health and Faculty Director of
Healthy CUNY



Co-moderator

Juliette McHardy (LLM,
MSc) Consultant,
economic and
commercial
determinants, WHO HQ,



Iffat Elbarazi, (FFPH)
(BSN & HEDip (AUB)),
MHS (Latrobe Uni),
DrPH (Flinders Uni)

Speakers:



Carlos Zarco,
Medical Director
of the Moncloa
University Hospital
in Madrid (Spain)



Dan Pope, Professor,
Global Public Health, and
Epidemiology, Department
of Public Health, Policy and
Systems, University of
Liverpool

Overview

- This thematic session will facilitate cross-learning and dialogue on community engagement strategies to address commercial determinants of health, with a focus on addressing the practices of health-harming industries and in particular those responsible for the global noncommunicable disease epidemics. It will showcase the lessons of community engagement and explore community engagement for counteracting health-harming industry practices and influencing policy. Discussions will explore context-specific ways of translating strategies and policies into actions that enable and equip communities to stand up for health in the face of powerful opposing forces.

Objectives:

- Provide examples of current and innovative approaches to engaging communities and broader societies in countering commercial actors that profit from shaping public policy and the conditions of daily life in ways that harm health including by increasing exposure to health risks and by channeling people, particularly teenagers, toward health-harming behaviors.
- Explore innovative empowerment techniques, tools, and strategies used in building networking of stakeholders for coordinated society-wide influence for pro-health policy changes or actions.
- Draw lessons and review the information to inform a roadmap to strengthen the building blocks of community engagement components.