



5TH GLOBAL FORUM ON HEALTH PROMOTION

# CLOSING THE GAP IN HEALTH EQUITY THROUGH TECHNOLOGY

Organised by the Alliance for Health Promotion (A4HP), in collaboration  
with WHO, ITU and the Global Health Programme at the Graduate Institute Geneva

THE  
GRADUATE  
INSTITUTE  
GENEVA

GLOBAL  
HEALTH  
PROGRAMME



# CLOSING THE GAP IN HEALTH EQUITY THROUGH TECHNOLOGY

5TH GLOBAL FORUM ON HEALTH PROMOTION

Monday, 16 November 2015

Maison de la Paix, Auditorium 2, the Graduate Institute, Geneva

09:00-09:20

WELCOME

**BERNARD KADASIA**, President, Alliance for Health Promotion (A4HP)

**MARIA NEIRA**, Director, Department of Public Health, Environmental and Social Determinants of Health, WHO

**KEMAL HUSEINOVIC**, Chief of Department of Infrastructure, Enabling Environment & E-Applications, Telecommunication Development Bureau (BDT), ITU

**MICHAELA TOLD**, Executive Director, Global Health Programme (GHP), the Graduate Institute

09:20-10:30

PLENARY SESSION 1: COMMUNICATION TECHNOLOGY PROMOTING HEALTH AND HEALTH EQUITY

Chairman

**HANI ESKANDAR**, ICT Applications Coordinator, Telecommunication Development Bureau (BDT), ITU

“Reaching Audiences Through Mobile Technology for Health Promotion and Equity”

**ALLISON GOLDSTEIN**, Toolkits Officer, Prevention of Noncommunicable Diseases (PND), WHO

**SURABHI JOSHI**, Mhealth Project Officer, Prevention of Noncommunicable Diseases (PND), WHO

“MHealth in Promoting Tobacco Control, MHealth: Be He@lthy - Be Mobile”

**BAYE OUMAR GUEYE**, President, Diabetes Association, Senegal

“Using ICT to Promote MDiabetes in Senegal”

Panel discussion

10:30-11:00

COFFEE BREAK

11:00-12:30

## PARALLEL WORKSHOPS

### WORKSHOP 1:

HOW TO USE COMMUNICATION  
TECHNOLOGY FOR DEVELOPING A HEALTH  
PROMOTION CAMPAIGN?

Moderators

HANI **ESKANDAR**, ICT Applications  
Coordinator, Telecommunication Development  
Bureau (BDT), ITU  
SUZANNE **HODGKINSON**, MHealth Project  
Officer, ITU

### WORKSHOP 2:

KEYS TO DESIGNING M-HEALTH APPS

Moderator

PAULO **CABRAL**, Head of the IT Support  
Division, ITU

### WORKSHOP 3:

SOCIAL MEDIA AS TOOL FOR POLICY MAKING

Moderators

MICHAELA **TOLD**, Executive Director, Global  
Health Programme (GHP), the Graduate  
Institute  
GABRIELA **TIZIANI**, Head of Digital and  
Social Marketing and Deputy Head of  
Communications, the Graduate Institute

12:30-13.45

LUNCH BREAK

13:45-15:00

## PLENARY SESSION 2: ADDRESSING THE HEALTH DETERMINANTS BY TECHNOLOGY

Chairperson

MICHAELA **PFEIFFER**, Technical Officer,  
Interventions for Healthy Environment, WHO  
Introduction

KAWSELYAH **JUVAL**, Malaysia MoH, WHO  
Consultant for the Social Determinants of  
Health

“Technology for Mobile Clinics”

FANNY **BOULLLOUD**, Safe Water Programmes  
Coordinator (Asia), Foundation Antenna  
Technologies, Switzerland

“Can appropriate technology be effective for  
health?”

MIRJAM **MOSER**, Programme Officer,  
Biovision Foundation, Switzerland

“Farmer Communication Programme:  
Dissemination of Knowledge on Ecological  
Agricultural Methods”

15:00-16:15

**PLENARY SESSION 3: TECHNOLOGY SERVING  
SPECIFIC POPULATION GROUPS**

Chairman

**HUSSEIN ELSANGAK**, Senior Lecturer in  
Clinical Sciences Division at Life University in  
Marietta Georgia, USA

Introduction

**NANCY B. FINN**, Healthcare Journalist, Global  
Alliance for Women's Health, GAWH, USA  
"Advancing Health Equity for Women and  
Children with e-Health"

**PIERRE ROSSEL**, Senior Scientific Fellow,  
Institute of Technology and Public Policy (ITPP),  
EPFL, Lausanne

"Supporting the Elderly's Ecosystems: How  
Innovative Experiments be Relevant in All  
Contexts?"

**ELIZABETH CHERIAN PARAMESH**, Director,  
Lakeside Center for Health Promotion,  
Bangalore, India

"Technovations and Youth for Health Promotion  
- The Bangalore Experience"

16:15-16:30

**KEY MESSAGES**

**Bernard KADASIA**, President, Alliance for  
Health Promotion (A4HP)

**INVITATION**

**Jean-Pierre GIRARD**, Board Member,  
Health Nexus, Canada  
Global Forum on Health Promotion, 16-17  
October 2016, celebrating the 30th Anniversary  
of the Ottawa Charter

16:30-18:00

**NETWORKING RECEPTION**

The event is organised by the Alliance for Health Promotion in collaboration with the International Telecommunication Union, the World Health Organization and the Global Health Programme at the Graduate Institute, Geneva and is sponsored by the Federal Office of Foreign Affairs and the State of Geneva.

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or contact:  
[secretariat@alliance4healthpromotion.org](mailto:secretariat@alliance4healthpromotion.org)

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