

# WHO connections

## WHO 9th Global Conference on Health Promotion: Shanghai, PRC November 2016



9th Global Conference on Health Promotion  
Shanghai · 21-24 November, 2016

**Health literacy empowers and drives equity**  
Health literacy empowers individual citizens and enables their engagement in collective health promotion action. A high health literacy of decision-makers and investors supports their commitment to health impact, co-benefits and effective action on the determinants of health. Health literacy is founded on inclusive and equitable access to quality education and life-long learning. It must be an integral part of the skills, and competencies developed over a lifetime, first and foremost through the school curriculum.

**We commit to**


- recognize health literacy as a *critical determinant of health* and invest in its development;
- develop, implement and monitor intersectoral, *national and local strategies for strengthening health literacy in all populations and in all educational settings*;
- **increase citizens'** control of their own health and its determinants, through harnessing the potential of digital technology;
- Ensure **that consumer environments support healthy choices** through pricing policies, transparent information and clear labelling.

**Shanghai Declaration on promoting health in the 2030 Agenda for Sustainable Development**

<https://www.who.int/healthpromotion/conferences/9gchp/shanghai-declaration/en/>

## NCD's and Health Literacy: Community of practice

NCDs and Health Literacy



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