

Joint Statement of the 18th European Public Health Conference 2025
Investing for sustainable health and well-being
Helsinki, 11–14 November 2025

We, the undersigned partners of the 18th European Public Health Conference, gathered in Helsinki, the capital of the world's happiest country for the eighth consecutive year in a row, affirm our shared commitment to building healthier, fairer, and more resilient societies. Grounded in the belief that *health is an investment, not a cost*, we call for a decisive shift in how health and well-being are valued in policy and practice.

From cost to investment: anchoring public health in sustainable systems

Public health is the foundation of inclusive, peaceful, and sustainable societies. Investing in public health, across systems, workforces, environments, and social infrastructure, strengthens democracy, fosters resilience, and delivers long-term social and economic returns.

Addressing the political, social, environmental, and commercial determinants of health is essential to reducing inequalities and protecting both people and the planet. To build sustainable systems, we must act upstream, redistribute resources, and centre people's lived realities in our actions.

Key commitments

- 1. Aligning all policies with public health**
We urge the adoption of the economy of well-being as a guiding framework. This means redefining prosperity beyond GDP and supporting policies that respect planetary boundaries while promoting human health and dignity, and **promoting Health in All Policies and Health for All**.
- 2. Prioritising equity through inclusive health investments**
We commit to policies and funding that reduce health gaps, embrace cultural diversity, and involve marginalised communities in shaping health decisions that affect them.
- 3. Protecting health through democratic governance and accountability**
We champion transparent, participatory policymaking that places health and well-being and empowering communities to shape their environments.
- 4. Countering disinformation with trust and transparency**
In an age of misinformation, we are committed to evidence-based communication, listening to genuine concerns, strengthening health and media literacy, and protecting public discourse from manipulation.
- 5. Strengthening and supporting the health workforce**
A resilient and valued workforce is key to sustainable health systems. We call for long-term investment in training, retention, decent working conditions, and well-being for all health and care workers.



Call to action

We call on governments, institutions, civil society, professionals, and citizens to:

- **Invest boldly** in systems that advance health and well-being;
- **Embed equity and participation** at the heart of all policies;
- **Promote Health in All Policies and Health for All**, ensuring joined-up, equitable action and **foster collaboration across disciplines and sectors** to face today's complex challenges;
- **Protect public health from disinformation and vested interests**;
- **Support and empower the public health workforce** as a driver of positive change;
- **Measure progress** through well-being, not just growth.

Together, we invest in a future where well-being and equity defines success.

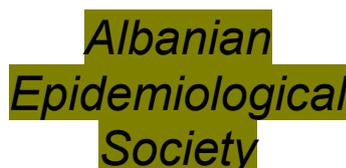
— · — · — · —

Endorse this statement and promote its key messages within your networks:

- Use it as a tool for advocacy, training, and cross-sector dialogue;
- Share your successes, so we can amplify examples of impact and policy progress.
- Together, we invest in a future where well-being and equity defines success.

Signatories

EUPHA member National Associations and Institutes





International Organisations





Supporting Organisations

