

Jane Wills Application for President Health Promotion Section

I have a long career in health promotion initially as an adviser in education, then in the health service and for 25 years in academia. I have published the core text in the English language on health promotion [Wills J (2022) Foundations for Health Promotion, Elsevier 5th edition]. The text has been translated into five languages and has been influential in explaining and interrogating health promotion theory and practice and its distinctive scope. One of the reasons for its success is that the book is accessible to those whose dominant professional identity may be elsewhere e.g. medicine or nursing or allied health. I have taught specialist health promotion at masters level supervising over 100 dissertations and have many doctoral completions in the health promotion discipline. I have an active research profile latterly in health literacy and workforce development but am currently co-investigator in an evaluation centre that is evaluating process and impact of interventions such as addressing gambling related harms, the provision of smoking cessation advice by telephone, and the promotion of physical activity through a whole system approach.

There are several reasons why I would like to take on this role:

1. To maintain and promote the visibility and uniqueness of Health Promotion- it struggles to be distinguished from Public Health and latterly from Health Literacy. It could be, that as McQueen (2007) states, that health promotion concepts and principles have become so instilled into the practice of public health they may not need distinguishing. But then as McQueen also questions one must examine carefully why there is or is not “a name on a door”. We need to look to history, when the development of Health Promotion over the past 50 years makes a fascinating study reflecting the dominant political ideologies and changing views on health as a medical and social goal. We then can see that Health Promotion as a multidisciplinary social science is both a discipline and a field of practice as well as being underpinned by a set of clear values about ways of working. I have been at the forefront of shaping this thinking and connecting to most of the core concepts that now inform approaches to health and health care: participation, involvement and engagement; empowerment and control; person-centredness; and equity and social justice. We need for EUPHA to maintain the distinctive contribution of Health Promotion and have an advocacy role for Health Promotion.
2. Many EUPHA section members teach - academic health promotion plays an essential role not only in preparing students for practice and in workforce development but also in developing the theory behind practice. It also plays a crucial role in defending health promotion and developing the evidence base to show whether and how it works. The health promotion section can provide opportunities to network, share and to develop approaches to teaching.
3. I believe that the framework of the Ottawa Charter is still relevant and contemporary key issues that demand those actions - advocacy to highlight health policy impacts and push for HiaP; the mediation and collaboration for working across sectors, organisations and agencies on planetary health and sustainability; as primary care is

under pressure in all countries to maintain a commitment to prevention. EUPHA needs to be a voice on these issues .

Each country has different systems and different ways of practising but increasingly there are similarities in curricula and research priorities so we need to:

- foster interdisciplinary communication and knowledge exchange between researchers, practitioners and policy-makers.
- facilitate the sharing of experiences and best practice in health promotion.
- contribute to the development of multisectoral and intersectoral policies and strategies for health promotion in Europe.