



**ECOSOC Annual Ministerial Review
Regional Ministerial Meeting for Asia and the Pacific on
“Promoting Health Literacy”**

**29 & 30 April 2009
Beijing, China**

PROGRAMME

29 April 2009

8:30 a.m. Registration

9:30 a.m. Opening Session

Welcoming remarks:

H.E. Chen Zhu, Minister of Health, China

Opening remarks:

H.E. Ms. Sylvie Lucas, President of the United Nations Economic and Social Council (ECOSOC)

Mr. Sha Zukang, Under-Secretary-General, United Nations Department of Economic and Social Affairs (UNDESA)

Dr. Ala Alwan, Assistant Director-General, World Health Organization (WHO)

Chair: Dr. Ren Ming-Hui, Director-General for International Cooperation, Ministry of Health, China

10:15 a.m. Plenary Panel:

**“The challenges of health literacy in Asia and the Pacific:
Where do we stand?”**

For discussion:

- What are the present levels of health literacy throughout Asia-Pacific and which measurement tools are available for measurement of health literacy in the region?
- How can health literacy be improved and achieve health gains? How does this evidence of success inform policy development and practice in the region?
- What are the key messages for scaling up effective health literacy interventions for health gains?

Panelists:

Prof. Don Nutbeam – Deputy Vice Chancellor, Head of the College of Health Sciences, The University of Sydney, Australia

Dr. Elmer G. Punzalan, Assistant Secretary of Health, Philippines

Dr. Zafrullah Chowdhury, Founder and Project Coordinator of Gonoshasthaya Kendra, Bangladesh

Mr. Li Xinhua, Director of Division of Health Promotion and Education, Department of Maternal, Child and Community Health, Ministry of Health, China

Chair: Mr. Sha Zukang, Under-Secretary-General, (UNDESA)

12:45 p.m. Lunch break

2:00 p.m. Dialogue Session 1:

“Promoting multisectoral actions”

For discussion:

- Who's doing what: action by all sectors at all levels (governments, civil society and the private sector)
- Sustained action: mechanisms and processes at the national and regional levels
- Success stories: which effective national models can be replicated within the region?

Panelists:

Dr. Liming Li, Vice President, Chinese Academy of Medical Sciences/PUMC, China

Dr. Scott Ratzan, Vice President, Global Health, Johnson & Johnson and Editor-in-Chief, Journal of Health Communication: International Perspectives

Dr. Bernhard Schwartländer, Country Coordinator, UNAIDS China

Dr. Fiona Adshead, Director, Department of Chronic Diseases and Health Promotion, World Health Organization, WHO

Moderator: Mr. Alistair Nicholas, CEO and President of AC Capital Strategic Consulting, Beijing

4:00 p.m. Break

4:15 p.m. Dialogue Session 2:

“Promoting health literacy through the media and empowerment”

For discussion:

- How can information and communication technologies help increase health literacy and which models of good practice are available to promote joint action among the different sectors, including the government, private sector and civil society sectors?
- What can be done to improve the quality of health information in the cyberspace?
- Which models of good practice in empowerment are available and can be replicated within the Asia and Pacific to facilitate effective use of information?

Panelists:

Ms. Melinda G. Frost, US CDC's National Center for Health Marketing, Beijing

Dr. Li Xiguang, Director of Tsinghua International Center for Communication Studies, China

H.E. Munshi Faiz Ahmad, Ambassador of Bangladesh to China

Moderator: Mr. Jaime Flor Cruz, CNN Beijing

6:15 p.m. Meeting adjourns

7 pm Welcome dinner hosted by H.E. Chen Zhu, Minister of Health, China

30 April 2009

9:30 a.m. Dialogue Session 3:

“Building capacity to increase health literacy”

For discussion:

- How can various stakeholders increase health literacy among patients and in communities and what type of capacity-building activities are needed in both situations?
- What skills and support do health practitioners need in order to help increase and sustain the health literacy of the populations?

Panelists:

Dr. Wang Ruotao, China Center of Diseases Control and Prevention, China

Dr. Kwok Cho Tang, Scientist – Health Promotion, WHO

H.E. Dr. Nadera H. Burhani, Deputy Minister of Public Health, Afghanistan

Moderator: Mr. David Hipgrave, UNICEF, China

11:30 a.m. Break

11:45 a.m. Plenary Panel: Presentations of best practices and new initiatives on health literacy

- UNICEF (Dr. Festo Kavishe)
- WHO (Dr. Hans Troedsson)
- IMO
- Johnson & Johnson (Mr. Scott Ratzan)

Chair: Dr. Fiona Adshead, Director, Department of Chronic Diseases and Health Promotion, World Health Organization, WHO

1:00 a.m. Lunch Break

2:30 p.m. Plenary Panel: Reports from the NGO meeting and the panels

Mr. Cui Jianjun, Secretary-General of the China NGO Network for International Exchanges (CNIE)

Plenary Session - Mr. Nikhil Seth (UNDESA)

Dialogue Session 1 - Mr. Alistair Nicholas

Dialogue Session 2 - Ms. Melinda G. Frost

Dialogue Session 3 - H.E. Dr. Nadera H. Burhani

3:45 p.m. Chair: H.E. Ms. Sylvie Lucas, President of ECOSOC
Closing Session

Closing statements:

H.E. Ms. Sylvie Lucas, President of ECOSOC

Dr. Fiona Adshead, Director, Department of Chronic Diseases and Health Promotion, World Health Organization, WHO

Dr. Qing Yang, Director General, Ministry of Health, China

Mr. Sha Zukang, Under-Secretary-General, United Nations Department of Economic and Social Affairs (UNDESA)

5:00 p.m. Meeting adjourns