

The Regional Committee,

Having reviewed the paper submitted by the Regional Director entitled "WHO's public image and advocacy for Health for All" and its addendum,<sup>17</sup>

Recalling that the objective of the World Health Organization as formulated at the time of its establishment in 1948 was "the attainment by all peoples of the highest possible level of health",<sup>18</sup>

Reiterating that the main social target of governments and WHO in the coming decades, as decided by the Thirtieth World Health Assembly, was to be "the attainment by all the citizens of the world by the year 2000 of a level of health that will permit them to lead a socially and economically productive life",<sup>19</sup>

Reaffirming that "Primary health care is the key to attaining this target as part of development in the spirit of social justice", as promulgated in the Declaration of Alma-Ata in 1978,<sup>20</sup>

Considering that the global eradication of smallpox in 1978, with all its positive consequences for the health and well-being of the world population and improvement in the socio-economic status of nations, was the logical result of universal commitment and perseverance, as reflected in the concerted, "all-out" effort that was undertaken in a spirit of partnership and interdependence,

Noting that in 1988 these anniversaries will offer a unique occasion for the principles, values and initiatives established by and through WHO, and the resulting achievements that have improved health in all nations, to be made better known to policy-makers, health professionals and the public at large, thus enhancing WHO's image and promoting advocacy for Health for All,

1. NOTES with satisfaction, the actions taken by the Director-General and the Regional Director in this regard;

2. INVITES Member States:

2.1. to make use of the principles, values and initiatives established by and through WHO for promoting its public image and advocacy for Health for All in their countries;

2.2. to translate the theme of "Health for All - All for Health" into action that is geared towards improving the health status of all individuals and population groups;

2.3. to highlight among their peoples, including policy- and decision-makers, the significance of the 40th Anniversary of WHO, the 10th Anniversary of the Alma-Ata Declaration and the 10th Anniversary of smallpox eradication;

2.4. to establish a national, high-level, intersectoral committee to ensure concerted and well-coordinated effort to the above end;

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17. Document EM/RC34/15 and EM/RC34/15 Add.1.

18. WHO Constitution, Article 1.

19. Resolution WHA30.43.

20. Declaration of Alm-Ata, Article V.

2.5. to strengthen information and education for health activities so that they continue to promote and advocate Health for All during 1988 and beyond;

2.6. to make concerted efforts to reach health professionals in both the public and private sectors and convince them of their important role in advocacy for health;

3. REQUESTS the Regional Director:

3.1. to collaborate with Member States in designing, implementing and maintaining national initiatives to promote WHO's public image and advocacy for Health for All;

3.2. to disseminate by all means information on WHO's policies, programmes and activities to all sectors of public life, and to publicize among all individuals, families, and communities the principles and values of health-promoting behaviour and healthy life-styles;

3.3. to support the upgrading of national capabilities to prepare health and biomedical information, emphasizing the time-honoured cultures, values and traditions which characterize the countries of the Eastern Mediterranean Region;

3.4. to report periodically to the Regional Committee on the progress achieved in promoting the WHO's public image and advocacy for Health for All.