



**World Health  
Organization**

REGIONAL OFFICE FOR THE **Eastern Mediterranean**

**Regional Committee for the Eastern Mediterranean  
Sixty-ninth session  
Provisional agenda item 4(l)**

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**EM/RC69/18  
October 2022**

**Regional Committee version**

Original: English

**Well-being and health promotion**

# Development of a WHO Framework for achieving well-being

## INTRODUCTION

1. Healthier populations is the third strategic priority of the WHO's Thirteenth General Programme of Work, 2019–2025, which has as its target 1 billion more people enjoying better health and well-being by the end of 2025. In order to operationalize the cohesive approach needed to achieve this target, known as the “Billion 3” target, in 2020 WHO developed, in consultation with partners, an implementation framework for Billion 3.

2. The Executive Board at its 150th session in January 2022 considered a report by the Director-General on WHO's implementation framework for Billion 3.<sup>1</sup> During its discussions, the Board welcomed the achievements in advancing the well-being agenda, and Member States agreed to continue discussions, during the intersessional period leading up to the Seventy-fifth World Health Assembly, on ways to advance health promotion across different sectors.<sup>2</sup>

3. The Seventy-fifth World Health Assembly in May 2022 considered an update to the report of the Director-General<sup>3</sup> and adopted resolution WHA75.19 on well-being and health promotion. The resolution requested the Director-General, *inter alia*, to develop a WHO framework for achieving well-being, building on the 2030 Agenda for Sustainable Development and identifying the role that health promotion plays within the framework, in consultation with Member States. It also requested, as part of the framework, the development of an implementation and monitoring plan that includes identifying and supporting the translation into practice of innovative approaches for well-being using health promotion tools, new technologies and approaches to contribute to WHO's general programme of work.

## BACKGROUND

4. Health promotion is the process of enabling people to take control over and improve their health and its determinants. The aim of the well-being agenda is to create social, health, economic and environmental conditions that improve both individual and collective quality of life and give people and societies a sense of meaning and purpose. A focus on well-being includes ensuring equitable distribution of resources and thriving and sustainable societies that are resilient, build capacity and are prepared to overcome challenges.

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<sup>1</sup> Document EB150/24.

<sup>2</sup> See the summary records of the Executive Board at its 150th session, tenth meeting, section 5 and eleventh meeting, section 1.

<sup>3</sup> Document A75/10 Rev.1.

5. In December 2021 WHO organized the Tenth Global Conference on Health Promotion: Health Promotion for Well-being, Equity and Sustainable Development. It marked the first time that WHO has used well-being as the theme of a major conference. As outcome of the conference, participants endorsed the “Geneva Charter for Well-being”,<sup>1</sup> which underlines the urgency of creating sustainable “well-being societies”, committed to achieving equitable health now and for future generations without breaching ecological limits. Discussions during the conference focused on the contributions that health promotion can make to well-being in the broad areas of people, the planet and prosperity. The Charter builds on the Ottawa Charter for Health Promotion (1986) and the legacy of earlier global conferences on health promotion. It highlights the need for global commitments to achieve equitable health and social outcomes now and for future generations.

6. Noting the outcomes of previous global conferences on health promotion, the Health Assembly in resolution WHA75.19 acknowledged that successful promotion of health and well-being builds on complementary and essential approaches, and it urged Member States to undertake a set of specified actions accordingly.

7. The draft framework for achieving well-being is currently under development by the Secretariat, guided by resolution WHA75.19 and the action areas of the Geneva Charter for Well-being. The Secretariat will invite Member States to provide comments and inputs on the draft framework in advance of the Executive Board’s 152nd session.

8. Consultations will be held with Member States in October 2022 to guide the further development of the draft framework, which will be submitted for consideration by the Seventy-sixth World Health Assembly through the Executive Board at its 152nd session in January 2023.

#### **ACTION BY THE REGIONAL COMMITTEE**

9. The Regional Committee is invited to note the report.

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<sup>1</sup> The Geneva Charter for Well-being. Geneva: World Health Organization; 2021 ([https://cdn.who.int/media/docs/default-source/health-promotion/geneva-charter-4-march-2022.pdf?sfvrsn=f55dec7\\_21&download=true](https://cdn.who.int/media/docs/default-source/health-promotion/geneva-charter-4-march-2022.pdf?sfvrsn=f55dec7_21&download=true), accessed 2 August 2022).