



PAN AMERICAN HEALTH ORGANIZATION  
WORLD HEALTH ORGANIZATION



## **37th DIRECTING COUNCIL**

45th SESSION OF THE REGIONAL COMMITTEE

*Washington D.C., 27 September - 1 October 1993*

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### ***RESOLUTION***

#### ***CD37.R14***

### **HEALTH PROMOTION IN THE AMERICAS**

*THE 37th DIRECTING COUNCIL,*

Having examined Document CD37/17 on health promotion in the Americas;

Considering that many countries in the Region of the Americas suffer, as a result of lowered living standards, from social and health situations aggravated by the economic crisis and debt of the decade of the 1980s;

Taking into account that the Member States, in addition to facing the health problems usually associated with poverty, must also confront emerging problems associated with demographic and epidemiological changes, different risk factors, greater incidence of noncommunicable diseases, the consequences of multiple forms of violence, substance abuse, and worsening mental health conditions;

Recognizing that serious food and nutrition problems persist, especially among low income and other high risk groups; and

Noting that the International Conference on Health Promotion (Santa Fe de Bogotá, November 1992), the Caribbean Conference (Port-of-Spain, Trinidad and Tobago, June 1993), and the conclusions of the Declaration of Ottawa highlighted the relationship between health and

development, as well as the need for solidarity and equity in achieving health and development goals,

*RESOLVES*

1. To urge the Member Governments to:

- a) Develop public policies aimed at strengthening health promotion and addressing emerging health problems, including those related to nutrition;
- b) Strengthen, in the health sector in general and in the ministries of health in particular, programs intended to foster intersectoral cooperation in health promotion;
- c) Formulate policies and plans directed at adapting current public health programs and services to support the conditions essential for healthy living and sustainable health development at the individual and community levels, promoting the "healthy cities" concept;
- d) Include social communication and education campaigns promoting the responsibility of the people, as key instruments in community health programs.

2. To ask the Director to:

- a) Prepare a regional plan, with concrete objectives and targets that enable monitoring and evaluation of advances made in the countries, and present this plan to the Subcommittee on Planning and Programming and the Executive Committee;
- b) Continue his efforts to identify and promote strategies to mobilize national and international resources for health protection and promotion initiatives.

*Sept.–Oct. 1993 OD 260, 129*