



# International Pharmaceutical Students' Federation

## NEWSLETTER

Special Edition

31<sup>st</sup> March 2007

IPSF Publications

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## World Health Day 7<sup>th</sup> April 2007

Welcome to this special edition of the IPSF Newsletter in recognition of World Health Day on 7th April!

World Health Day provides an occasion to raise awareness of key global health issues, centred around a particular theme. The theme for World Health Day 2007 is:

### INTERNATIONAL HEALTH SECURITY

The aim of World Health Day 2007 is to draw worldwide attention to international health security issues and urge governments, organisations and businesses to **invest in health and build a safer future**.

#### What is "international health security"?

This theme highlights the interdependence of health and security: the health of a nation affects the security of that nation in terms of generating an income and having financial resources available to invest in defence systems to maintain and improve health, rather than to treat poor health already existing.

On the other hand, without the security provided by public health systems, the health of a nation will deteriorate with the spread of disease.

**HIV/AIDS** is a powerful example of the interdependence of health and security: HIV/AIDS threatens the stability of entire nations and regions because it affects the most productive members of society.



#### The role of IPSF!

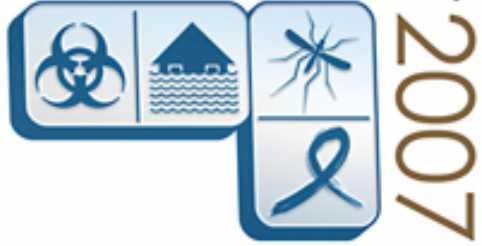
There is a wide variety of many threats to health security, including

- Sudden shocks to health and economies from emerging diseases, such as SARS
- Humanitarian emergencies
- Effects of climate change or environmental degradation

The complexity of these health and security challenges means that a response is needed by governments, but also by international organisations – including IPSF!

INVEST IN HEALTH, BUILD A SAFER FUTURE

# World Health Day



**World Health Day 2007** has a set of objectives to help direct the central aim of drawing worldwide attention to international health security issues. The full list of objectives can be found on the World Health Organization (WHO) website

[www.who.int/world-health-day/2007/en](http://www.who.int/world-health-day/2007/en) but IPSF is in a position to contribute best to the following objectives:

- **Establishing greater awareness and public understanding of the link between health and security** – for example, demonstrating the impact of diseases on the lives of so many people beyond the individual originally affected; through spread of disease, inability to work and secure an income for the family, further ill health and associated costs resulting from failure to take action to achieve health. This direction of thought can be promoted by IPSF members for any public health topic of relevance and being promoted in their own country. It applies equally to infectious diseases, such as AIDS and TB as well as non-communicable diseases such as diabetes and obesity
- **Highlighting WHO's crucial role in helping to make the world more secure from a global health perspective** – for example, promoting the global health initiatives of WHO and also promoting the public health work of IPSF through the ways in which we collaborate with WHO.

## Key messages for World Health Day 2007

WHO has developed a number of key messages around which activities for World Health Day should be based in order to share the challenge of health and security and have the greatest impact. IPSF members are encouraged to base their campaigns on these key messages, which include:



### “THREATS TO HEALTH KNOW NO BORDERS”

With increasing global trade and ability to travel, existing and emerging epidemics can freely cross national borders and threaten the collective security across the world. The pattern of spread of TB is one example of this. Many people remain unaware of the public health threats brought by globalisation. IPSF members can act by:

- Providing a source of disease education for the public to help prevent the spread of disease
- Promoting the role of the pharmacy profession in the public health system of their own country.
- Collaborating with other professional organisations in their country to increase the focus of information sharing that is needed to strengthen public health systems nationally and contain outbreaks of infectious diseases.

### “HEALTH LEADS TO SECURITY; INSECURITY LEADS TO POOR HEALTH”



WHO gives the economic consequences of AIDS as an example for conveying this key message, but the same can be applied to many diseases – both infectious and non-communicable.

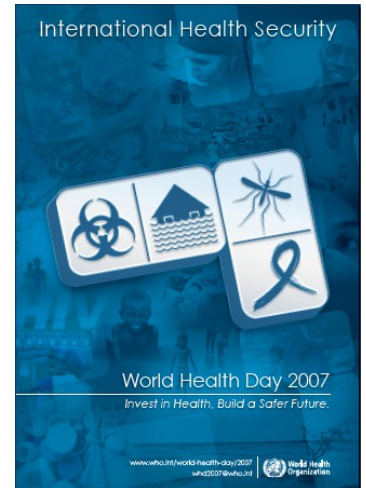
Why not take the most successful component of a previous campaign you have run and repeat it again, emphasising the impact of health on security – locally and nationally. For example AIDS, TB, diabetes and tobacco smoking all have a negative effect on the health and consequently the security of a nation. All are PREVENTABLE and none of them are a problem only on the day on the calendar when we specifically focus on them – they cause morbidity and mortality 365 days a year!

## Other ideas for World Health Day may include...

- Setting up a campaign stall in a prominent place (i.e. university building, shopping centre) to raise awareness of the importance of the World Health Day theme. You may also wish to collect money for an aid charity working for a public health area of particular significance to health and security in your region. Examples may be Oxfam or local AIDS charities
- Communicate the message you are sending out on World Health Day through the media – invite a local newspaper to your event, write a short article for your university website. The media provides a very effective way to communicate with people on a large scale.
- Visit the World Health Organization website for the contacts of their regional and country offices to see how you can get involved in World Health Day and make an impact closer to home.

## CAMPAIGN RESOURCES

- The section of the World Health Organization website dedicated to World Health Day 2007 provides comprehensive information, suggestions and links to enable you to hold a very successful event. Visit it at [www.who.int/world-health-day/2007/en/](http://www.who.int/world-health-day/2007/en/)
- Due to the quality of materials available for download from the WHO website and the date of World Health Day, IPSF will not be supplying printed campaign materials to our members. Please visit [www.who.int/world-health-day/2007/infomaterials/en/](http://www.who.int/world-health-day/2007/infomaterials/en/) to download the posters, logos and banners available from WHO and to find out how to order printed materials directly from WHO if you wish to.



## Feedback

**BEFORE:** IPSF has the opportunity for the activities our members are planning to be listed on the WHO World Health Day website. Please e-mail me at [publichealth@ipsf.org](mailto:publichealth@ipsf.org) with your proposed campaign activities to allow our Federation to be recognised in this way.

**DURING:** if you have any questions or need any help planning your World Health Day activities, just e-mail [publichealth@ipsf.org](mailto:publichealth@ipsf.org)

**AFTER:** IPSF looks forward to being able to report to WHO the activities our members carry out to mark World Health Day. Please give IPSF feedback on your events so that this can help others next year as well as demonstrate IPSF's commitment to our collaboration with WHO.

E-mail [publichealth@ipsf.org](mailto:publichealth@ipsf.org)

