



WORLD HEALTH ORGANIZATION
ORGANISATION MONDIALE DE LA SANTÉ
WELTGESUNDHEITSORGANISATION
ВСЕМИРНАЯ ОРГАНИЗАЦИЯ ЗДРАВООХРАНЕНИЯ

Date: 7 June 2018

REGIONAL OFFICE FOR EUROPE
BUREAU RÉGIONAL DE L'EUROPE
REGIONALBÜRO FÜR EUROPA
ЕВРОПЕЙСКОЕ РЕГИОНАЛЬНОЕ БЮРО

Head office:

UN City, Marmorvej 51,
DK-2100 Copenhagen Ø, Denmark
Tel.: +45 45 33 70 00; Fax: +45 45 33 70 01
Email: eurocontact@who.int
Website: <http://www.euro.who.int>

Dr David Sergeenko
Minister of Labour, Health and Social Affairs
Ministry of Labour, Health and Social Affairs
144, Ak. Tsereteli Ave.
Tbilisi 0119
Georgia

Our reference:
Notre référence:
Unser Zeichen:
См. наш номер:

Your reference:
Votre référence:
Ihr Zeichen:
На Ваш номер:

Dear Sir,

We need your help to tell our story

The last ten years have been transformative for public health in Europe and beyond. Collectively we have made great strides in better understanding how “Health is a political choice” and how we can work together to position/frame health as the central driver, lens and barometer of sustainable development processes. Many events, new research/evidence, governance, policy, partnership, communication and advocacy approaches have contributed to these changes. As my second term as your Regional Director comes to an end on 1 February 2020, I would like to take the opportunity to document this process so that we can both reflect on and pass along our learnings to those who will carry the public health baton into the future. My aim is to develop a useful advocacy storybook and tool that can inform and inspire.

To this end I have asked Dr Richard Alderslade, WHO Consultant and Dr Franklin Apfel, WHO Temporary Advisor to coordinate, on behalf of the WHO Regional Office, the writing of a reflective story book about our collective work and learning over the last ten years. Richard has been one of the key researcher/writers of the Health2020 policy framework and has been helping me with speech writing over the last 10 years. Franklin is former head of communications in the EURO office and was the coordinator/writer of Jo Asvall’s *Memorial guide to Public Health*. They will draw on texts from memoirs, speeches, declarations and interviews and will complement them with reflections of key ‘witnesses’ who can provide first hand intelligence on ways:

- our public health communities have moved health and well-being into the centre of Regional, National, Local and Institutional development debates;
- we have worked together to develop and implement our Health 2020 policy framework and implement its component parts in so many countries, communities and settings across the Region;
- these processes have prepared us for leadership roles in implementing the 2030 SDG agenda; and
- we are championing our quest to leave no one behind and establish universal health care access for all.

While I will be the “narrator” of this story, the text will be embellished and enriched by the inclusion of a wide variety of voices and perspectives: people from across the WHO European Region and beyond who have worked in different capacities, locations and times.

I am approaching you to join us as a key ‘witness’ to this process and am asking Dr Alderslade and Dr Apfel to contact you directly to explain in more detail the input and help we will need from you. I sincerely hope you will be able to contribute to telling our story.

Yours very truly,

A handwritten signature in blue ink, appearing to read 'Z. Jakab'.

Zsuzsanna Jakab
Regional Director

Encls: Draft Questions for interviewees

Copy for information to:

Mr Franklin Apfel, Manager, WHO Temporary Advisor, World Health Communication Associates (WHCA), Little Harborne, Church Lane, Compton Bishop, Axbridge, Somerset, BS26 2HD, United Kingdom

Mr Richard Alderslade, WHO Consultant, 112 A Osborne Street, Manchester, United Kingdom