



Ref.: C.L.13.2018

The Director-General of the World Health Organization (WHO) presents his compliments to Member States and Associate Members and has the honour to invite them to participate in the *Walk the Talk: The Health for All Challenge*, which is scheduled to take place on Sunday, 20 May 2018. It is being organized as part of WHO's 70th anniversary, and on the occasion of the Seventy-first World Health Assembly.

Heads of delegations of Member States and Associate Members are invited to join the Director-General for the opening of the Challenge at the Place des Nations, in front of the United Nations in Geneva, Switzerland, from where a community walk/run event that is designed for people of all abilities will start and end. The event has three connected running/walking trails of multiple lengths of three, five, and eight kilometres.

Participation by delegations of Member States and Associate Members attending the Health Assembly, staff in the United Nations entities and members of the public would serve as a powerful message as we strive to ensure health for all, and to promote healthy environments and behaviours, particularly through physical activity.

This will be a free and inclusive event that will be open to families and friends. They are invited to participate in many ways including walking, jogging, running, dancing and using wheelchairs. The gathering point and centre of activities, from yoga and Zumba to face painting for children and music, will be at the Place des Nations. The scheduled timings are as follows:

09:45	Gathering of participants (activities and warm-ups)
10:30	Welcome
11:00	Commencement of event
13:00	End

... A concept note that outlines the proposed objectives and route options is attached. Further information on the event, including how to register, can be found at <http://www.who.int/mediacentre/events/2018/walk-the-talk/en/>.

The following contacts would be available to provide any additional information and/or clarification required with regard to the anniversary celebrations: Dr Gaudenz Silberschmidt, Director, Partnerships and Non-State Actors (silberschmidt@who.int); and Mr Paul Garwood, Communication Officer, Strategy Content and Outreach (garwoodp@who.int).

The Director-General of the World Health Organization takes this opportunity to renew to Member States and Associate Members the assurance of his highest consideration.

GENEVA, 17 April 2018

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منظمة الصحة العالمية • 世界卫生组织

Organisation mondiale de la Santé • Всемирная организация здравоохранения • Organización Mundial de la Salud



Introduction

As part of celebrations of the World Health Organization (WHO)'s 70th anniversary in 2018, WHO is staging a major health promotion event on 20 May in Geneva on the eve of the Seventy-first World Health Assembly. This event is co-organized by Geneva authorities, the Permanent Mission of Switzerland to the United Nations Office at Geneva, the United Nations Office at Geneva, and other locally-based partners in staging this event.

Aims of the event

- Launch a global movement to promote health and, particularly, physical activity as part of a healthy sustainable future.
- Raise awareness and profile of the work and goals of WHO and other global health agencies based in Geneva, highlighting the city's role as the global health capital in improving global health.
- Engage World Health Assembly delegates, the UN family, non-State actors and the Geneva community in a celebration of WHO@70.
- Provide an opportunity to connect "international" and "local" Geneva.

When?

Sunday, 20 May, 09:45 to 13:00 (including pre-activities, assembly, short welcome and 11:00 start).

What?

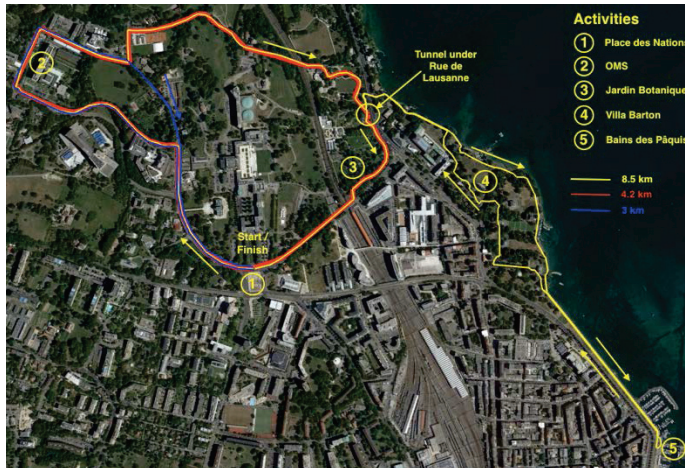
- A free walk/run event offering 3 distances (short 3km, medium 5km and long 8km) around "international" and "local" Geneva and Lac Lemman linking key health, international and touristic landmarks.
- An inclusive event open to all ages and abilities, with routes defined to enable access for, and participation of, as many people as possible.
- Other activities and interactive events will be located along the routes (see map below for more details of these opportunities and ways to be involved).

Where?

Start and finish at Place des Nations

More details

People can participate by jogging, running, walking and using their wheelchair. The objective is to get moving for health.



How to be involved?

You can support and benefit from this celebratory community event in various ways:

Participate

1. Leadership: invite senior leadership from your country to participate in the 20 May event in Geneva, which will include opportunities for media coverage.
2. Participate as a team: Create a team and join the movement for Health for All.
3. Provide volunteers to help during the event.
4. Bring your families to join in the fun – the three distances provide something for all.

Build

5. Contribute a display or activity in one of the fixed locations shown in the map: at (1) Place de Nations; (2) WHO; (3) Jardin Botanique; (4) Parc Barton or (5) Bains des Pâquis.
6. Share how your country is already walking the talk here in Geneva and around the world to promote health.

Promote

7. Promote: spread the word through your channels. Make a commitment for health through social media (**#healthforall, #WHA71**).

Support

8. Various ways exist to contribute to WHO's organization of the Geneva event, from in-kind to financial. Please contact the Walk the Talk team (email below) for further information. Acknowledgement of your support can include visible recognition of official contributions through the event and its website.

More information

walkthetalk@who.int

Web: <http://www.who.int/mediacentre/events/2018/walk-the-talk/en/>