



# 25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

SETTINGS FOR PLANETARY HEALTH & WELL-BEING  
13 – 16 MAY 2025 | ADNEC CENTRE ABU DHABI

# 25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

📅 13 – 16 May 2025 📍 ADNEC Centre Abu Dhabi

## POST CONFERENCE REPORT



دائرة الصحة  
DEPARTMENT OF HEALTH



مركز أبوظبي  
للصحة العامة  
ABU DHABI PUBLIC  
HEALTH CENTRE



IUHPE  
UIPES  
[www.iuhpe.org](http://www.iuhpe.org)

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## ACKNOWLEDGEMENTS

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We would like to extend our heartfelt gratitude to all those who contributed to the overwhelming success of the conference. Our sincere thanks to all the co-chairs and members of the various committees whose leadership, planning and expertise guided the conference from inception to execution.

We also extend our sincere appreciation to H.E. Dr. Ahmed Al Khazraji, Department of Health, Abu Dhabi and Prof. Evelyn de Leeuw, University of Montréal, Canada for their invaluable support and contributions. Their efforts helped lay a strong foundation for the conference, and we are grateful for their role in shaping its direction.







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## EVENT OVERVIEW

In 2025, the International Union for Health Promotion and Education (IUHPE) celebrated its 25th World Conference—a momentous occasion marking its 74th year.

For the first time, this prestigious event was hosted in Abu Dhabi, UAE, a gateway between the Mediterranean and the Sahel, from the Atlantic to the Arabian Sea. It was the ideal stage for global health leaders to gather, share knowledge, and shape the future of health promotion.

**1200+**

HIGH QUALITY ABSTRACT  
SUBMISSIONS

**1500+**

GLOBAL DELEGATES

**10+**

WORLD CLASS PLENARY  
SESSIONS

**300+**

THOUGHT PROVOKING SESSIONS

**200+**

VISIONARY SPEAKERS





## ABOUT IUHPE

Founded in 1951 by Dr Jacques Parisot, the International Union for Health Promotion and Education (IUHPE) is a unique worldwide, independent and professional association of individual and institutional members committed to improving health and wellbeing. IUHPE supports actions and engages in projects, locally and globally, that empower people to control their own health and that promote well-being societies, e.g. education, community action and the development of healthy public policy.

The vision of the IUHPE is a world where all people achieve optimum health and well-being.

Our values:

- Respect – for the innate dignity of all people; for cultural identity; for cultural diversity; and for natural resources and the environment
- Inclusion and involvement of people in making the decisions that shape their lives and impact upon their health and wellbeing
- Equity in health, social and economic outcomes for all people
- Accountability and transparency – within governments, organisations and communities
- Sustainability
- Social justice for all people
- Compassion and empowerment

IUHPE organizes, with local members/hosts, regional and world conferences to facilitate the exchange of ideas and sharing between research and practice.

The organization also operates an Accreditation System that recognizes the unique set of competencies exercised by the health promotion workforce. Individual practitioners can apply to register and course leads can gain accreditation for their bachelors and master's programs in health promotion.

IUHPE also publishes a quarterly journal in three languages, Global Health Promotion. We encourage submissions on a wide range of health promotion topics.

*Headquarters: c/o Santé Publique France, Saint-Maurice.*

*International Secretariat: c/o University of Montreal School of Public Health, Canada.*



## ABOUT DEPARTMENT OF HEALTH

دائرة الصحة  
DEPARTMENT OF HEALTH



Department of Health – Abu Dhabi is the regulative body of the Healthcare Sector in the Emirate of Abu Dhabi and ensures excellence in Healthcare for the community by monitoring the health status of the population.

Department of Health – Abu Dhabi is the regulative body of the Healthcare Sector in the Emirate of Abu Dhabi and ensures excellence in Healthcare for the community by monitoring the health status of the population.

In addition DoH shapes the regulatory framework for the health system, inspects against regulations, enforce standards, and encourages adoption of world – class best practices and performance targets by all healthcare service providers in the Emirate.

DoH also drives programs to increase awareness and adoption of healthy living standards among the residents of the Emirate of Abu Dhabi in addition to regulating scope of services, premiums and reimbursement rates of the health system in the Emirate of Abu Dhabi.

### **Vision**

A place where everyone can be at their healthiest, physically and mentally, at all times.

### **Mission**

A healthy life with globally leading preventive and curative services.

### **Values**

- Commitment to Society
- Commitment to our society's needs and expectations
- Creativity and Innovation
- Encourage creative thinking and continuous improvement of our services
- Accountability
- All are responsible for his/her actions and their consequences
- Integrity and Trust
- Honesty, commitment to the policies of DoH, and avoiding acts contrary to the code of conduct.



## ABOUT ABU DHABI PUBLIC HEALTH CENTRE



Abu Dhabi Public Health Centre (ADPHC) was established on 2019 as per the law of establishment No. (14) for the year 2019. The entity was established to ensure a public health system that maintains the health of the population in the Emirate and guarantee workers' safety through the promotion of public health and preventive health concepts. The Abu Dhabi Public Health Center is the first of its kind in the region.

### Our Vision

Towards a healthy and safe society.

### Our Mission

Enhance the health of the population of Abu Dhabi, and ensure the safety of its employees through the implementation of an integrated Public Health Management System, with the highest levels of innovation, excellence and creativity.

### Our Values

- Creativity & Innovation
- Integrity & Transparency
- Leadership & Teamwork
- Happiness & Positive Energy
- Commitment & Responsibility





## VENUE

Abu Dhabi National Exhibition Center (ADNEC) had the honour to be the host of the 25th IUHPE Word Conference on Health Promotion.

ADNEC hosted a variety of sessions from Plenaries, Parallel sessions, Workshops, Roundtable discussions, Symposiums, Poster Presentations and Innovation Presentations alongside Lunch, coffee breaks and social events.

To be able to accommodate this variety of presentation formats and activities:

- Hive: pre-event meetings and workshops for IUHPE team, members and partners
- Hall 4: Opening Ceremony and Plenary Sessions
- Conference Hall A & B: Parallel Sessions, Closing Ceremony and Lunch
- Atrium: Main Exhibition, Poster presentations and coffee breaks
- Capital Suites 5-13: Speaker Room, Speaker Lunch, workshop /Roundtable /Symposium /Innovative sessions, Mentor Moments, Sponsor Sessions, IUHPE internal meetings.



## PRE-EVENT TIMELINE





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## **COMMITTEES**





## GLOBAL MANAGEMENT COMMITTEE

### CHAIRS



**Sione Tu'itahi**  
New Zealand



**H.E. Dr. Rashed Al Suwaidi**  
UAE

### MEMBERS



**Pr. Stephan Van den  
Broucke**  
Belgium



**H.E. Dr. Omniyat  
Mohammed Al Hajeri**  
United Arab Emirates



**Dr. Shereena Al Mazrouei**  
United Arab Emirates



**Dr. Aysha Al Dhaheri**  
United Arab Emirates



**Dr. Mumtaz Meeran**  
United Arab Emirates



**Pr. Marco Akerman**  
Brazil



**Liane Comeau**  
Canada



## GLOBAL ORGANIZING COMMITTEE

### CHAIRS



**Pr. Stephan Van den Broucke**  
Belgium



**Dr. Shereena Al Mazrouei**  
United Arab Emirates

### MEMBERS



**Liane Comeau**  
Canada



**Pr. Altyn Aringazina**  
Kazakhstan



**Pr. Elvis Tarkang**  
Ghana



**Pr. Carmel Bouclaous**  
Lebanon



**Pr. Tulani Matenga**  
Zambia



**Pr. Ann Pederson**  
Canada



**Pr. Eric Breton**  
France



**Dr. Mumtaz Meeran**  
United Arab Emirates



**Dr. Aysha Al Dhaderi**  
United Arab Emirates



**Paule-Andrée Byron**  
Haiti



**Pr. Angela Leung**  
Hong Kong



**Pr. Marguerite C. Sendall**  
United Arab Emirates



## GLOBAL SCIENTIFIC COMMITTEE

### CHAIRS



**Pr. Marco Akerman**  
Brazil



**Dr. Mumtaz Meeran**  
United Arab Emirates

### MEMBERS



**Ali Mohammad Al Mazyood**  
United Arab Emirates



**Ana Gherghel**  
Canada



**Dr. Aysha Al Dhaheri**  
United Arab Emirates



**Dr. Bhavna Mukhopadhyay**  
India



**Dr. Diane Levin-Zamir**  
Israel



**Edmund Agbeve**  
Ghana



**Fatima Al Zarooni**  
United Arab Emirates



**Dr. Faten Ben Abdel Aziz**  
Switzerland



## GLOBAL SCIENTIFIC COMMITTEE MEMBERS CONTINUED



**Dr. Iffat Elbarazi**  
United Arab Emirates



**Dr. Maha El-Adawy**  
Egypt



**Dr. Maha Mohamed  
Alawi Alsafi Alhashmi**  
United Arab Emirates



**Dr. Majda Sebbani**  
Morocco



**Pr. Martín Zemel**  
Argentina



**Dr. Mojgan Sami**  
US



**Dr. Monica de Andrade**  
Brazil



**Nouf Khames Saeed**  
United Arab Emirates



**H.E. Dr. Omniyat  
Mohammed Al Hajeri**  
United Arab Emirates



**Pr. Paolo Contu**  
Italy



**Dr. Priya Balasubramaniam**  
US / India



**Dr. Shereena Al Mazrouei**  
United Arab Emirates



**Dr. Viliami Puloka**  
New Zealand



**Dr. William Potts-Datema**  
US

## FRENCH SUBCOMMITTEE



**Solène BERTRAND-PROTAT**  
New Caledonia



**Éric BRETON**  
France



**Paule-Andrée BYRON**  
Haiti



**Sarah CHAPUT**  
Canada



**Nathalie CHEMALY**  
Lebanon



**Ameth DIAGNE**  
Sénégal



**Fannie DAGENAIS**  
Canada



**Ange-Marie ESSE**  
Benin



**David HOUÉTO**  
Benin



**Jean Paul Ilunga Mulaja**  
République démocratique  
du Congo



**Didier JOURDAN**  
France



**Julie LÉVESQUE**  
Canada



**Gabin YARPEU MAKAL**  
Côte d'Ivoire



**Stéphanie PIN**  
Switzerland



**Majda SEBBANI**  
Morocco



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## SPANISH SUBCOMMITTEE



**Martín Zemel**  
Argentina



**Marco Akerman**  
Brazil



**Julian Fleury**  
Brazil



**Dora Cardaci**  
Mexico



**Dolors Juvinyà Canal**  
Spain



**Mônica de Andrade**  
Brazil



**Carmen Gallardo Pino**  
Spain



**Bianca Patricia Mantilla Uribe**  
Columbia





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## **ADPHC - IUHPE MOU SIGNING CEREMONY**



## MOU SIGNING

ADPHC partnered with IUHPE to host the 25th edition of the IUHPE World Conference in Abu Dhabi in 2025, aiming to advance health promotion and support global well-being initiatives.





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## **MARATHON MEETING**



## MARATHON MEETING

The IUHPE 2025 Marathon Meeting brought together leading experts for an intense three-day session (13-15th February, 2025) to review and debate all abstracts received, develop the scientific program for the conference, and conduct site visits to ensure optimal session planning.



*Attendees: Dr. Mumtaz Meeran, Pr. Marco Akerman, Dr. Diane Levin-Zamir, Pr. Stephan Van den Broucke, Dr. Priya Balasubramaniam, Ana Gherghel, Pr. Paolo Contu, Anahita Kumar, Sherryl Abude and Amenah Reza*





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## **CONFERENCE PROGRAM**



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## PROGRAM AT GLANCE

TIME	PRE-CONFERENCE MON, 12 MAY 2025	DAY 1 TUES 13 MAY 2025	DAY 2 WED, 14 MAY 2025	DAY 3 THURS, 15 MAY 2025	DAY 4 FRI, 16 MAY 2025
07.00					
08.00		African Region Meeting			
09.00		Registration	Registration	Registration	Registration
10.00		Opening Ceremony ● Hall 4	Plenary Session 2: Beyond settings: Systems, Networks and Connections	Plenary Session 3: Planetary Settings for Health Promotion	Parallel Sessions Oral Presentations
11.00		VIP Exhibition Tour	Movement Break	Movement Break	Coffee Break
12.00		Movement Break	Abu Dhabi Chapter	Parallel Sessions Oral Presentations	Parallel Sessions Oral Presentations
13.00		Plenary Session 1: Settings for Health	Special Olympics Awards ● Hall 4	Coffee Break & Poster Session	Closing Ceremony
14.00		Lunch Break & Poster Presentation	Coffee Break & Poster Session	Parallel Sessions Oral Presentations	Lunch & Close of Conference
15.00		MOU: Novartis, AstraZeneca, Merck MOU Stand - Exhibition Area	MOU: IHAD, Gilead Sciences, Organon MOU Stand - Exhibition Area	Lunch Break & Poster Session	
16.00		Sub-Plenary	Parallel Sessions Oral Presentations	Sub-Plenary	
17.00		Coffee Break & Poster Session	Lunch Break & Poster Session	Coffee Break & Poster Session	
18.00		Parallel Sessions Oral Presentations	Sub-Plenary	Workshop / Symposiums / Roundtables	
19.00		Coffee Break & Poster Session	IUHPE Global Working Group on Health Literacy	IUHPE General Assembly	
20.00		Workshops / Symposiums / Roundtables	Workshop / Symposiums / Roundtables		
21.00		Welcome Reception	Gala Dinner		
22.00					
Additional Formalities					
		Launch of Active Abu Dhabi ● Active AD Stand Exhibition Area	Obesity White paper	Roche MOU Announcements ● MOU Stand - Exhibition Area	
		PharmaG		MSD MOU Announcements ● MOU Stand - Exhibition Area	



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## **KEYNOTE SPEAKERS**



## KEYNOTE SPEAKERS



**Dr. Aliou Abdourahmane**  
Director  
School Medical Control Division  
Senegal



**Dr. Haik Nikogosian**  
Senior Affiliate  
Graduate Institute Geneva  
Switzerland



**Dr. Hend Ahmed Alawadhi**  
MPP, ABCM, MBBS  
Consultant, Public Health Specialist  
in Health Promotion and Policy Strategy



**Dr. Joseph Keawe'aimoku Kaholokula**  
Professor and Chair of Native Hawaiian Health  
University of Hawai'i  
USA



**Dr. Louise Potvin**  
Professor  
Université de Montréal  
Canada



**HE Dr. Omniyat Al Hajri**  
Executive Director of the  
Community Health Sector,  
Abu Dhabi Public Health Centre



**Needa Qureshi**  
Research Associate  
Institute for Healthier Living Abu Dhabi  
United Arab Emirates



**Dr. Rahat Ghazanfar**  
Longevity Physician  
Sheikh Shakhboub Medical City  
United Arab Emirates



**Pr. Srinath Reddy**  
Founder (Past) President & Distinguished  
Professor of Public Health Public  
Health Foundation of India  
India



**Tanguy Bognon**  
Volunteer – Responsible of  
Monitoring, evaluation, accountability  
and learning at HIA  
Benin



**Tara Chen**  
PhD Candidate  
University of Waterloo, Department of  
Geography and Environmental Management  
Canada



**Dr. Vidya Velagapudi**  
Senior Vice President  
Precision Medicine  
M42  
United Arab Emirates





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## **ABSTRACT SUBMISSIONS**

## ABSTRACT REPORT

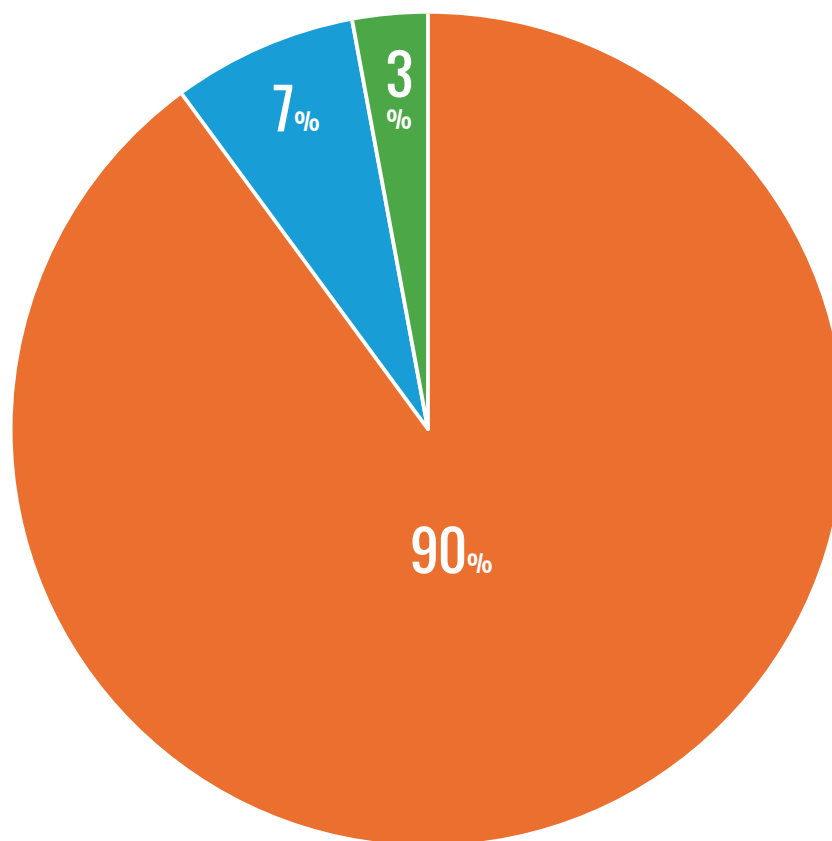
IUHPE 2025 received a high number of high-quality abstract submissions from around the world, reflecting a strong global commitment to advancing health promotion. Abstracts were submitted in English, French, and Spanish. Contributors aligned their submissions with the Conference subthemes:

- Settings for Health (including cities, marketplaces, universities, workplaces, schools, islands, & airports) and innovations.
- Beyond Settings: Systems, Networks and Connections; and
- Planetary Settings for Health Promotion.

These themes provided a dynamic framework for exploring transformative approaches to health and well-being across diverse contexts

Accepted	Presented
English	339
French	27
Spanish	11
<b>Total</b>	<b>379</b>

## ACCEPTED ABSTRACT PRESENTERS LANGUAGE BREAKDOWN



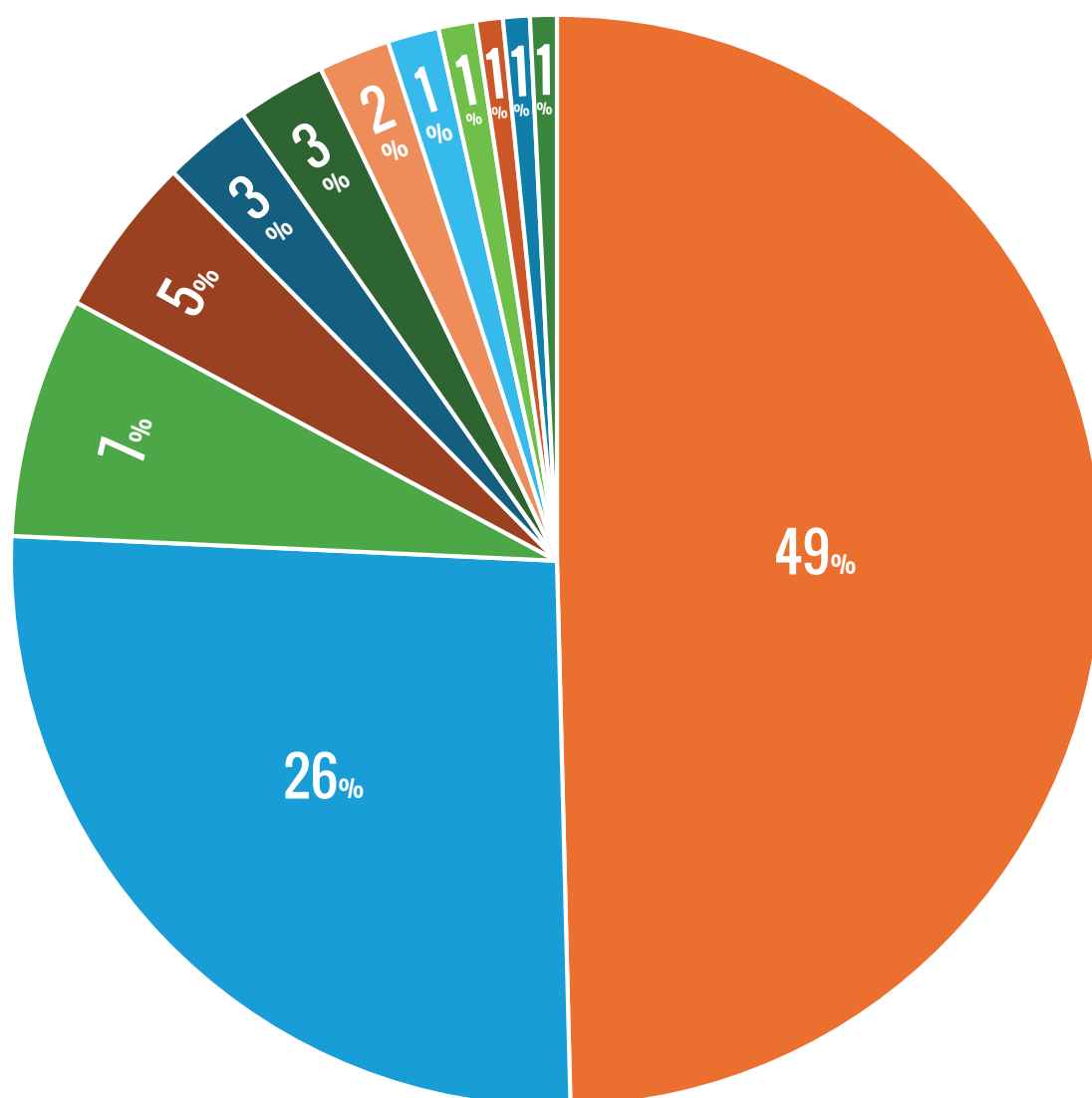
English

French

Spanish



## ABSTRACT PRESENTATION TYPE BREAKDOWN



- Research Presentation (Oral)
- Research Presentation (Poster)
- Innovation in policy and practice presentation (Oral)
- Workshop
- Subplenary
- Symposium

- Round Table
- Alternative showing: New technology
- Alternative showing: Art
- Plenary
- Lunch with an Author (Blogs or Other)
- Lunch with an Author (Book)

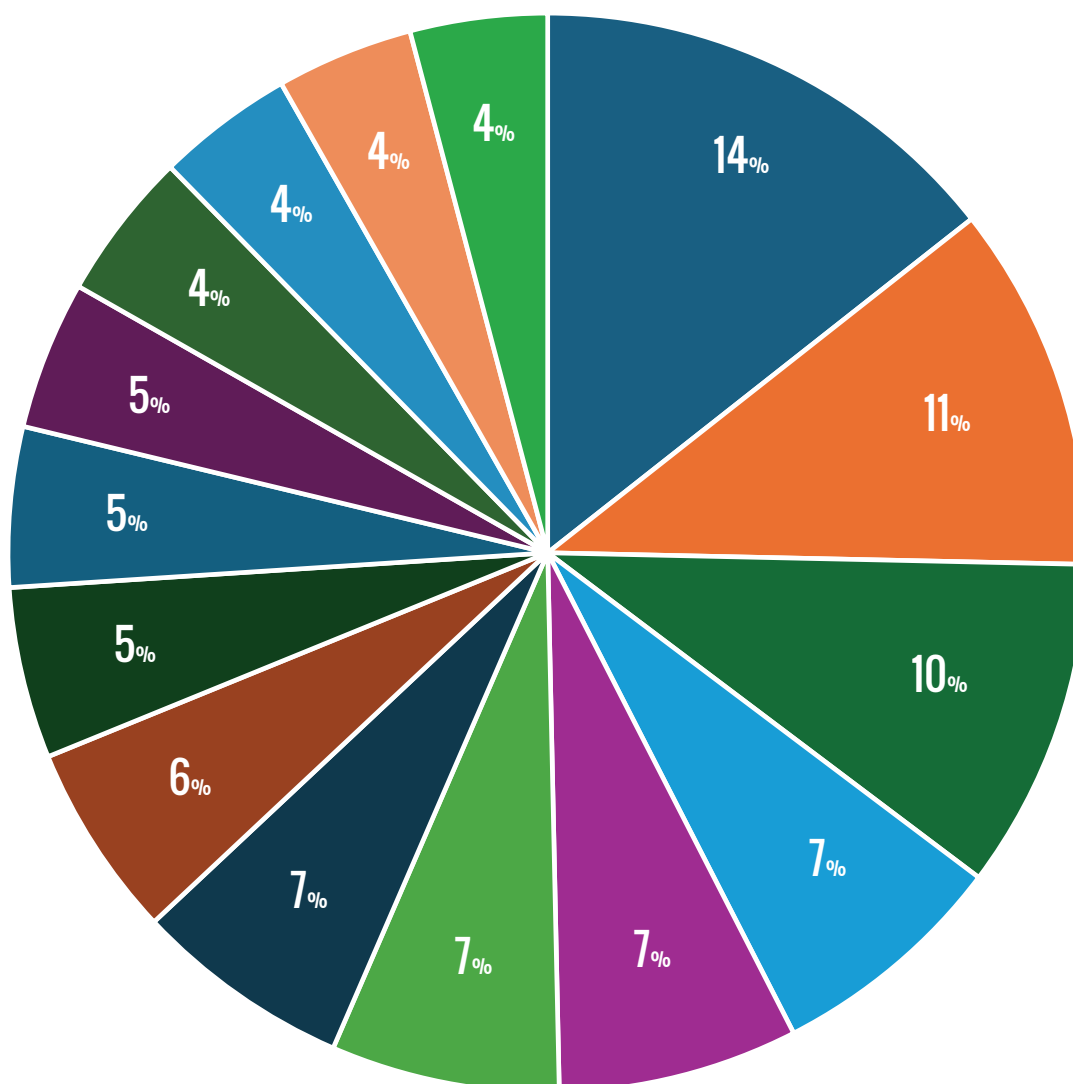
## ABSTRACT PRESENTER, SPEAKER & AUTHOR COUNTS BY COUNTRY

Country	Total	Country	Total
Australia	29	Lebanon	1
Austria	12	Lithuania	1
Belgium	10	Malaysia	1
Brazil	10	Mauritius	2
Cameroon	4	Mexico	9
Canada	9	Morocco	13
China	1	Nepal	1
Congo (the)	2	New Caledonia	1
Denmark	4	New Zealand	5
Egypt	3	Nigeria	8
Eswatini	1	Pakistan	2
Ethiopia	1	Philippines	1
Fiji	5	Poland	12
Finland	3	Portugal	9
France	15	Qatar	10
Georgia	1	Russian Federation	3
Germany	21	Romania	4
Ghana	10	Rwanda	1
Hong Kong	1	Saudi Arabia	5
Hungary	4	Senegal	1
India	32	Spain	6
Indonesia	5	Sudan	5
Israel	7	Switzerland	14
Italy	19	Taiwan	21
Japan	17	Tanzania	2
Jordan	1	Tonga Republic	2
Kazakhstan	2	Uganda	5
Kenya	1	United Arab Emirates	42
Korea (the Republic of)	13	United Kingdom	11
Kosovo	3	United States of America	12
Kuwait	1	Zambia	20
Lao People's Democratic Republic	5	Zimbabwe	1
		<b>Total</b>	<b>485</b>





## TOP 15 ABSTRACT PRESENTER, SPEAKER & AUTHOR COUNTS BY COUNTRY



■ United Arab Emirates

■ India

■ Australia

■ Germany

■ Taiwan

■ Zambia

■ Italy

■ Japan

■ France

■ Switzerland

■ Korea (the Republic of)

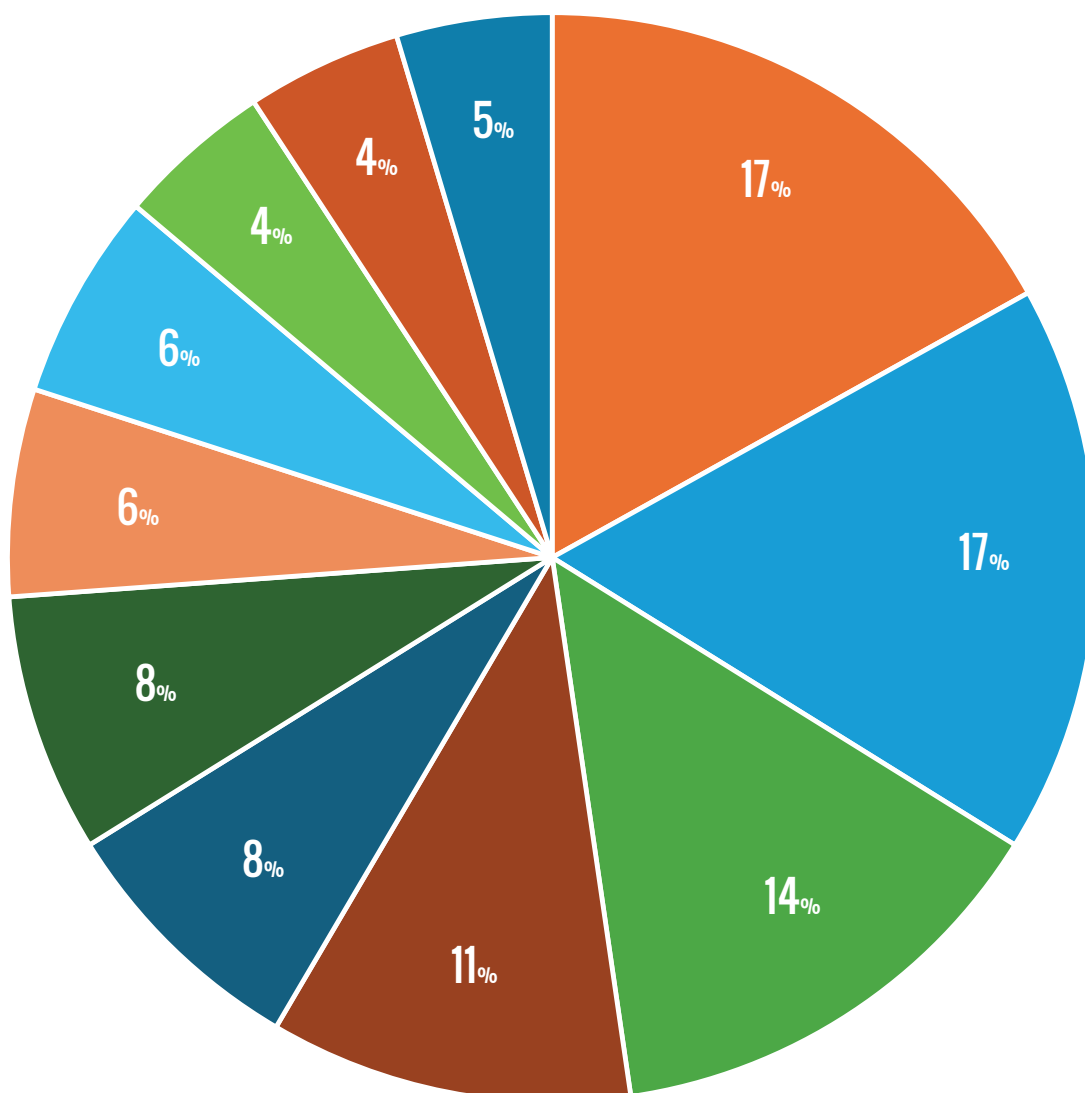
■ Morocco

## ABSTRACT POSTER PRESENTER & AUTHOR COUNTS BY COUNTRY

Country	Nos.
Australia	1
Brazil	2
Canada	4
China	1
Congo	1
Costa Rica	1
Finland	2
France	5
Germany	2
Ghana	2
Hungary	1
India	11
Indonesia	2
Israel	1
Italy	3
Japan	9
Korea (the Republic of)	7
Lebanon	1
Malaysia	1
Mexico	4
Morocco	1
New Caledonia	1
Nigeria	1
Poland	3
Portugal	2
Saudi Arabia	1
Senegal	1
Serbia	1
Taiwan	5
Thailand	1
Türkiye	3
Tuvalu	1
Uganda	1
United Arab Emirates	11
United Kingdom	1
United States of America	1
Vanuatu	1
Zambia	1
<b>Total</b>	<b>98</b>



## TOP 10 ABSTRACT POSTER PRESENTER AND AUTHOR COUNTS BY COUNTRY



India

United Arab Emirates

Japan

Korea (the Republic of)

Taiwan

France

Canada

Mexico

Italy

Poland

Türkiye



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## **REGISTRATION**





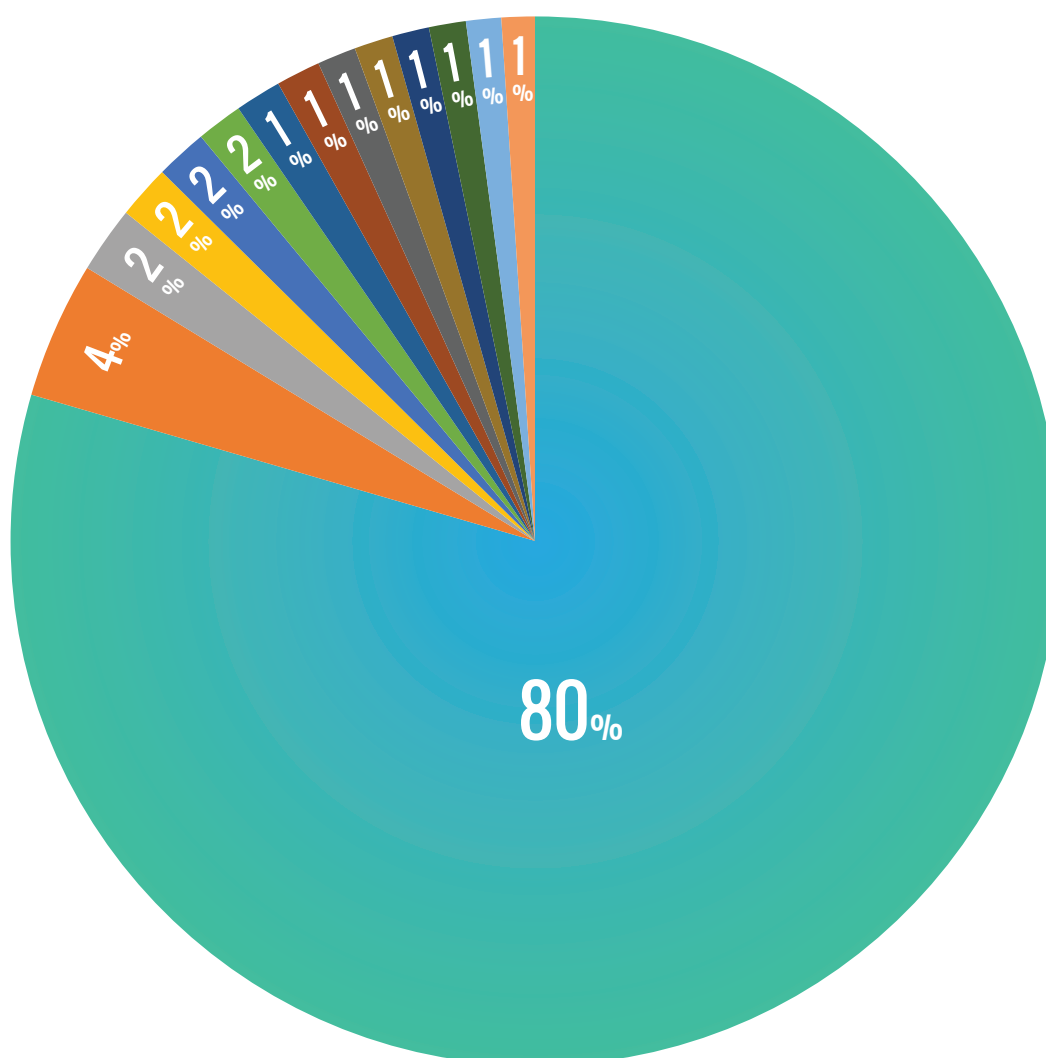
## REGISTRATION

This landmark event attracted over 2,145 delegates from more than 100 countries, underscoring its global significance and the widespread commitment to advancing health promotion worldwide.

Below is a detailed breakdown of the registration statistics, providing insights into the diverse and international participation that characterized this exceptional gathering.

**TOTAL: 2145**

**COUNTRY BREAKDOWN  
NUMBERS: 100+**



■ United Arab Emirates  
■ India  
■ Ghana  
■ Canada  
■ Japan

■ Fiji  
■ Nigeria  
■ Taiwan  
■ United States of America  
■ Zambia

■ Australia  
■ Saudi Arabia  
■ Tanzania  
■ Indonesia



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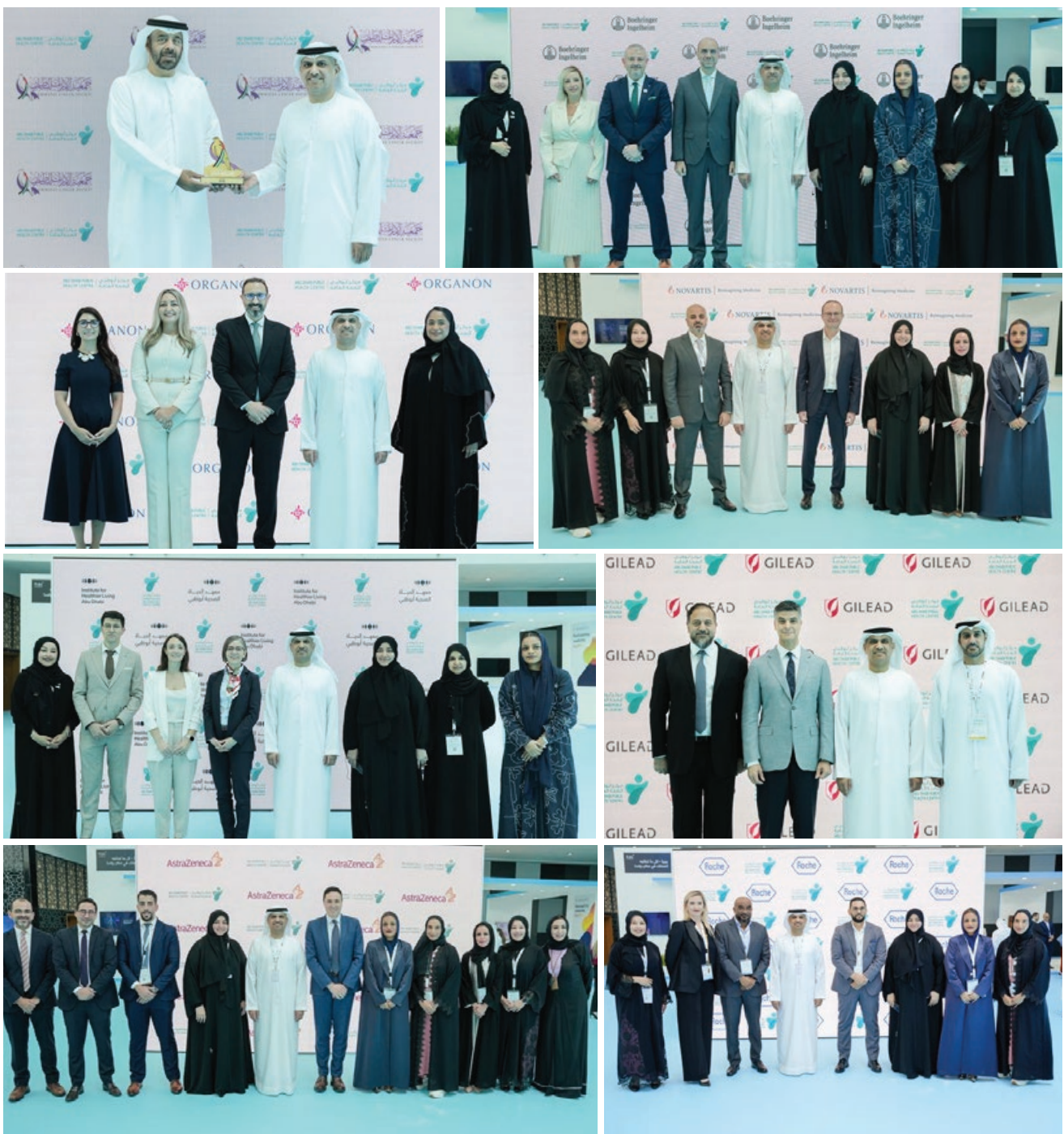
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## **PARTNERS & STAKEHOLDERS**



## MOU SIGNING

Reflecting the UAE's commitment to collaborative action, eight strategic MoUs were signed between ADPHC and global health leaders including Boehringer Ingelheim, Organon, Emirates Cancer Society, Gilead Sciences, AstraZeneca, Novartis, IHLAD, Ma'an, MSD and Roche. These partnerships span key areas such as non-communicable disease prevention, women's health, early screenings, and community wellness—laying the foundation for sustained localised impact and regional leadership in proactive care.





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**LOCAL PARTNER**



Novartis is an innovative medicines company. Every day, working to reimagine medicine to improve and extend people's lives so that patients, healthcare professionals and societies are empowered in the face of serious disease. Our medicines reach more than 250 million people worldwide.

**HEALTHCARE SUSTAINABILITY PARTNER**



We want to be valued by society for the innovative, life-changing medicines we provide and trusted as a company that conducts business responsibly. We are committed to operating with integrity and high ethical standards across all our activities.

**GLOBAL HEALTHCARE SPONSOR**



GSK plc is a British multinational pharmaceutical and biotechnology company with headquarters in London. It was established in 2000 by a merger of Glaxo Wellcome and SmithKline Beecham, which was itself a merger of a number of pharmaceutical companies around the Smith, Kline & French firm.



Merck & Co., Inc. is an American multinational pharmaceutical company headquartered in Rahway, New Jersey. The company does business as Merck Sharp & Dohme or MSD outside the United States and Canada. It is one of the largest pharmaceutical companies in the world, generally ranking in the global top five by revenue.



M42 is a global health champion powered by artificial intelligence (AI), technology and genomics to advance innovation in health for people and the planet. Headquartered in Abu Dhabi, M42 combines its specialized, state-of-the-art facilities with integrated health solutions like genomics and biobanks, and harnesses advanced technologies to deliver precise, preventive and predictive care, to impactfully disrupt traditional healthcare models and positively impact lives globally.

**PLATINUM SPONSOR**



PureHealth is a brand of scientific innovation where we combine our imagination and advances in technology to unlock time in order to extend human possibility through life, meaning and purpose. We are the largest integrated healthcare network in the United Arab Emirates. With a cross-category ecosystem that covers hospitals, clinics, diagnostics, insurance, pharmacies, health-tech, procurement and more, we are on the ground and in the cloud to advance the science of longevity. Pioneering ground-breaking innovations and leading from the edge of tomorrow, we're on a mission to unlock time for humankind.



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**GOLD SPONSOR**



Since our founding over 125 years ago, Roche has grown into one of the world's largest biotech companies, as well as a leading provider of in-vitro diagnostics and a global supplier of transformative innovative solutions across major disease areas. Our commitment to our people, partners, stakeholders and, most importantly, our patients remains as strong as it was on the first day of our journey.



The Pharmaceutical Research and Manufacturers Association Gulf (PHRMAG) represents the region's leading innovative biopharmaceutical research companies. We are devoted to innovating and developing medicines that enable patients to live longer, healthier, and more productive lives. PHRMAG is committed to partnering with policymakers to support innovative medical research, yield progress for patients of today, and provide hope for the treatments and cures of tomorrow in the Gulf Region.

**KNOWLEDGE SPONSOR**



At Johnson and Johnson MedTech United Arab Emirates, we work tirelessly to ensure we focus on elevating the standard of care for our patients, reduce health system costs and drive value for the healthcare ecosystems within our region. Our capabilities span across the three main franchises within Johnson and Johnson MedTech: Cardiovascular Specialty Solutions, Depuy-Synthes and Ethicon. Our innovation, disease knowledge and global footprint allows us to deliver on our promise of advancing care for our patients.



Gilead Sciences is a biopharmaceutical company that has pursued and achieved breakthroughs in medicine for more than three decades, with the goal of creating a healthier world for all people. The company is committed to advancing innovative medicines to prevent and treat life-threatening diseases. Gilead operates in more than 35 countries worldwide, with headquarters in Foster City, California.

**DESTINATION PARTNER**



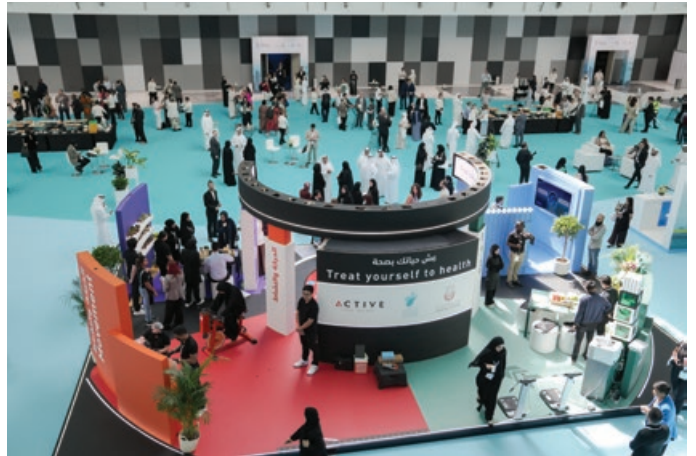
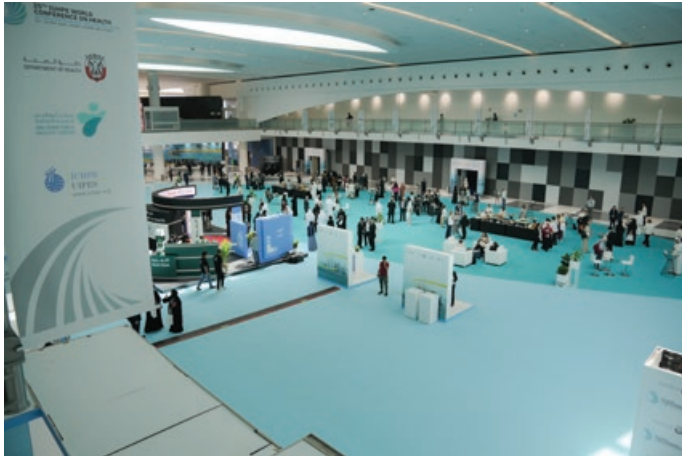
The Department of Culture and Tourism - Abu Dhabi drives the growth of Abu Dhabi's culture and tourism sectors, to boost economic progress and help achieve the UAE capital's global ambitions. DCT Abu Dhabi's vision harnesses the emirate's heritage and landscape, promoting its authenticity, hospitality and creativity. It also coordinates efforts and investment, regulates, and uses the best tools, policies and systems to position Abu Dhabi as a leading global destination. DCT Abu Dhabi works with multiple stakeholders to nurture a tourism ecosystem that preserves and promotes local heritage and values, attracts national and international investment and stimulates growth by building an appealing and distinctive tourism & cultural destination





# 25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

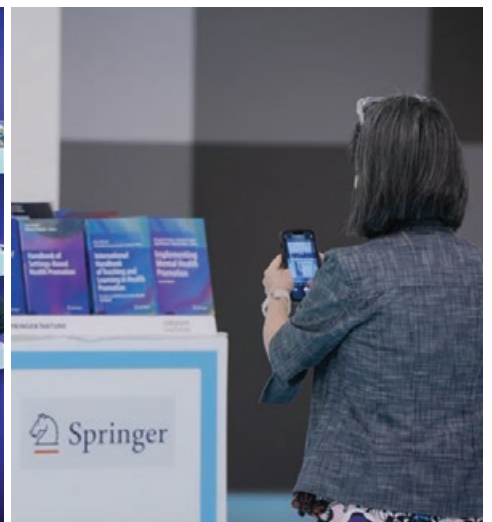
SETTINGS FOR PLANETARY HEALTH & WELL-BEING  
13 – 16 MAY 2025 | ADNEC CENTRE ABU DHABI







**25<sup>TH</sup> IUHPE  
WORLD CONFERENCE  
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# **25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION**

**SETTINGS FOR PLANETARY HEALTH & WELL-BEING**  
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## **ACTIVATIONS & AWARDS**

## CITYMOOV

Citymoov, one of Abu Dhabi Public Health Centre's innovative initiative was launched during IUHPE 2025 as an interactive way to engage conference attendees and will be rolled out to the wider Abu Dhabi community.



The app features a scavenger hunt designed to get people moving through exciting, health-promoting quests spread across the capital.

It allows for individuals to explore Abu Dhabi using augmented reality, collecting MoovCoins, and competing for prizes.

An exclusive IUHPE quest was held over the three days of the conference, with a daily winner awarded for the fastest completion time.

Citymoov AD was available for download throughout the event, offering a fun and active way to experience the city while promoting public health and well-being.

## ACTIVE ABU DHABI

The Department of Health – Abu Dhabi, Abu Dhabi Public Health Centre, and the Emirates Foundation formed a strategic partnership to expand the scope of the Active Abu Dhabi initiative. This partnership transformed the program into a comprehensive, community-wide approach to health and well-being.



Focusing on driving sustainable behaviour change through four key pillars: nutrition, physical activity, sleep, and mental well-being, it aims to create a meaningful, long-term impact for individuals across all age groups.

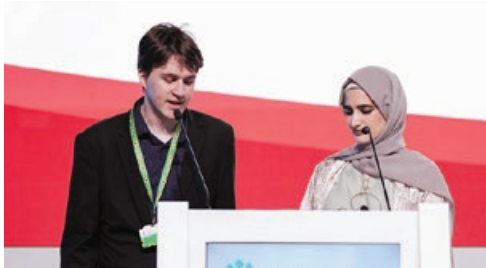
Rooted in behavioural science, powered by advanced technologies, and supported by cross-sector collaboration, Active Abu Dhabi empowers individuals to make healthier daily choices – contributing to the creation of a healthier, more sustainable community





## THE SPECIAL OLYMPICS AWARDS CEREMONY

Special Olympics UAE, in collaboration with Abu Dhabi Public Health Centre, hosted the Golisano Local Health Leadership Awards at ADNEC during the IUHPE World Conference. ADNOC was honored for its key role in advancing inclusive healthcare, delivering 1,200+ health checks and training professionals. The Autism Intervention Specialists Centre was also recognized for training 766 university students. Dr. Ilhaam Abbas received the UAE's first individual Golisano Award for her regional leadership and extensive training efforts. The awards, supported by the Golisano Foundation, highlight national efforts toward inclusive, person-centered healthcare for People of Determination.







# **25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION**

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## **SOCIAL EVENTS**



## WELCOME RECEPTION

Welcome Reception, hosted by IUHPE took place on the 13th of May, 2025 from 18:30 -20:00 at the Atrium in ADNEC, UAE.







## GALA DINNER

On the evening of May 14th, 2025, the Abu Dhabi Public Health Centre (ADPHC), in collaboration with Experience Abu Dhabi – Department of Culture and Tourism, hosted a memorable celebration of Emirati heritage at the luxurious Emirates Palace Mandarin Oriental.

The event offered guests an immersive journey through the rich traditions of the UAE, featuring a variety of cultural activities and performances.

Cultural Highlights Included:

- **Ayyalla Welcome Performance:** Guests were greeted with the traditional Emirati “Ayyalla” dance, a captivating display of poetry and synchronized movement symbolizing unity and pride
- **Emirati Perfume Display:** Attendees experienced the essence of Emirati hospitality through the rich scents of oud and traditional perfumes.
- **Traditional Emirati Clothing:** Visitors had the opportunity to dress in authentic Emirati attire, with options available for both men and women at no cost
- **Henna Art Station:** Henna artists adorned guests with intricate designs, offering a cherished aspect of local beauty traditions
- **Live Arabic Calligraphy:** A skilled calligrapher demonstrated the art of Arabic script, crafting personalised pieces for attendees to take as mementos
- **Falconry Experience:** Guests enjoyed a close encounter with a live falcon, a symbol of Emirati heritage, with opportunities for photography and handling

This cultural evening served as a meaningful platform to celebrate the spirit of Emirati identity, bridging tradition with hospitality in the heart of Abu Dhabi.





# **25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION**

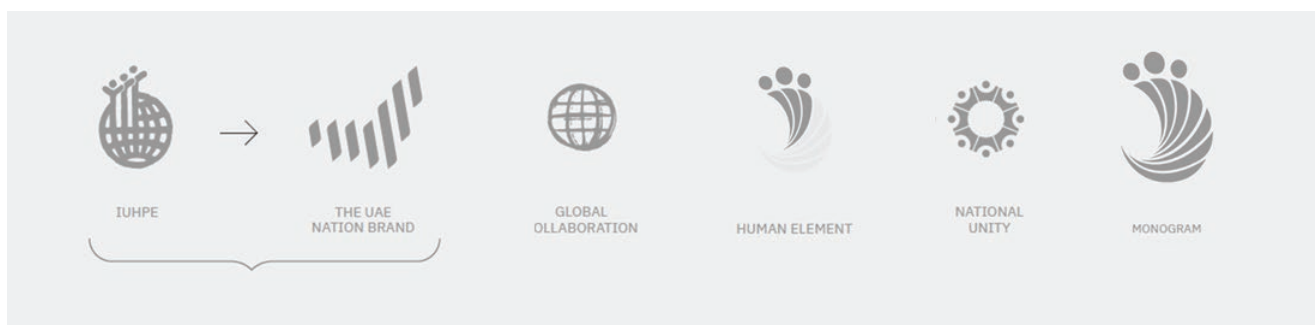
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**13 – 16 MAY 2025 | ADNEC CENTRE ABU DHABI**

## **BRANDING**

## BRANDING

The IUHPE World Conference 2025 logo is a vibrant symbol of unity and health, seamlessly blending global and local identities. Drawing inspiration from the IUHPE logo, it incorporates the UAE Nation Brand's seven Emirates stripes, representing national unity, along with three dots that signify the human element and global collaboration. The distinctive shape formed by these elements reflects interconnectedness, while the green and blue color palette evokes themes of health, vitality, and tranquility.

Elegant and contemporary in design, the logo pays tribute to the rich cultural heritage of the UAE while reinforcing the conference's dedication to advancing a global dialogue on health promotion.







# **25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION**

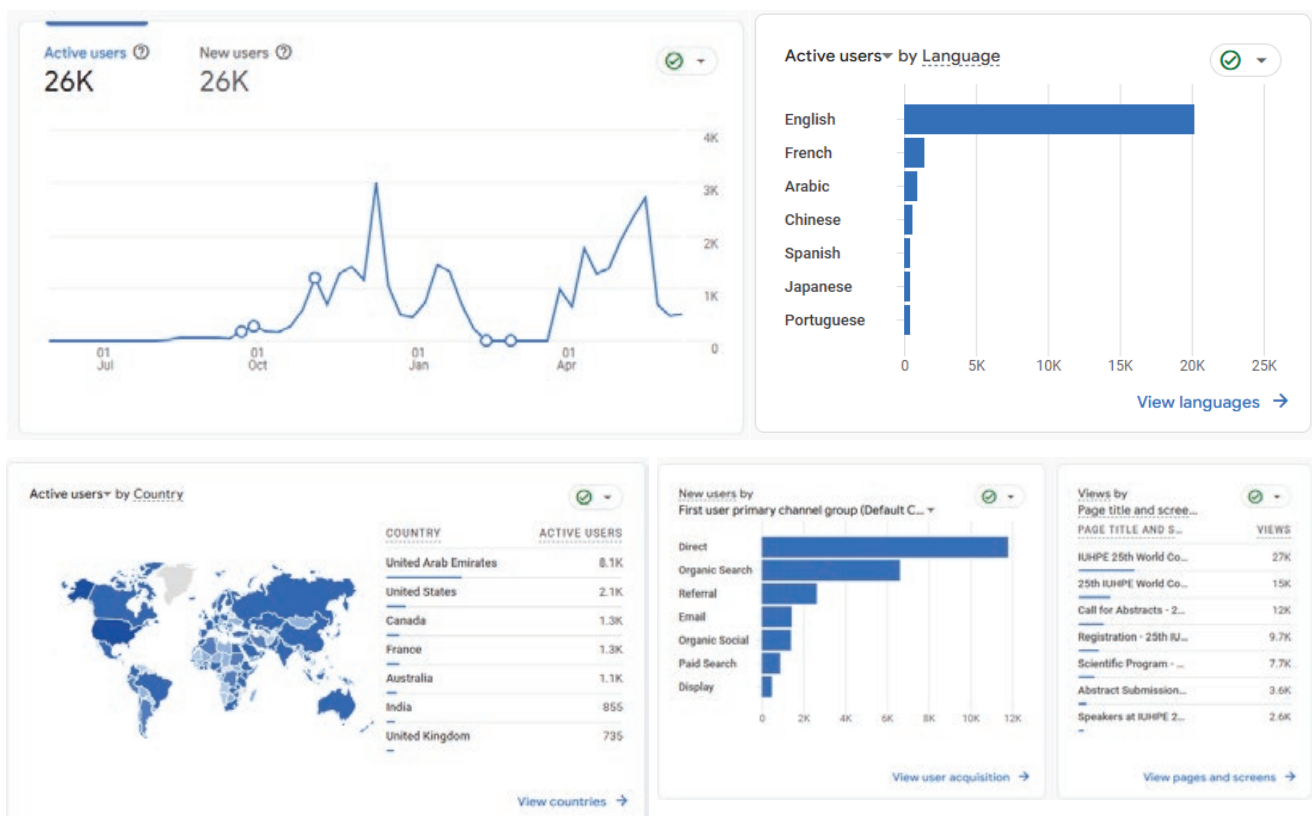
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## **MARKETING & COMMUNICATIONS**

## WEBSITE

Since its launch in August 2024, the IUHPE 2025 website has attracted over 26,000 active users, with the highest traffic originating from the UAE, France, Australia, USA, and Canada. The site has been consistently updated with key conference information, including registration details, program highlights, speaker announcements, and travel guidance.

Technical performance was supported by ongoing SEO and maintenance, with major keywords identified to improve visibility. Tools such as Microsoft Clarity and Google Search Console were implemented to monitor user engagement and optimize site performance. The website played a critical role in driving global awareness, supporting attendee engagement, and delivering up-to-date resources throughout the event lifecycle.



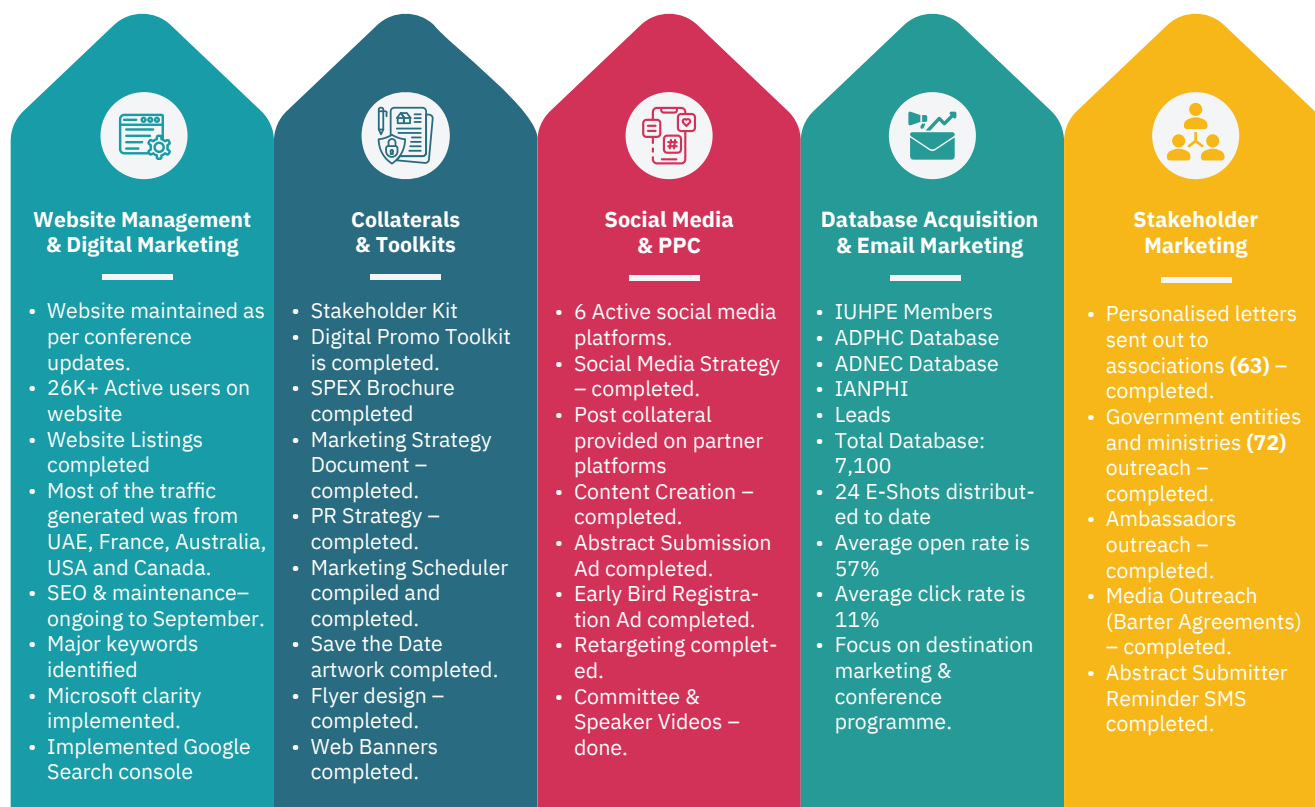
## MARKETING

The marketing campaign for IUHPE 2025 was bold, strategic, and results-driven—reaching a global audience and building momentum from launch through to the event’s conclusion. A strong suite of materials, including the Stakeholder Kit, SPEX brochure, digital promo tools, and consistent visual branding, ensured widespread visibility and partner engagement.

Across six active social media platforms, dynamic content and targeted ad campaigns promoted key deadlines such as abstract submissions and early bird registration. These efforts were amplified through retargeting and collaboration with partner channels, keeping the conversation alive and audiences engaged.

Email marketing played a vital role, with **24 campaigns** delivered to over **7,100 contacts**. With **open rates averaging 57%** and a **click-through rate of 11%**, the messaging cut through—driving traffic, action, and anticipation. Personalized outreach to associations, ambassadors, and government stakeholders, alongside SMS reminders and media partnerships, added an essential layer of credibility and reach.

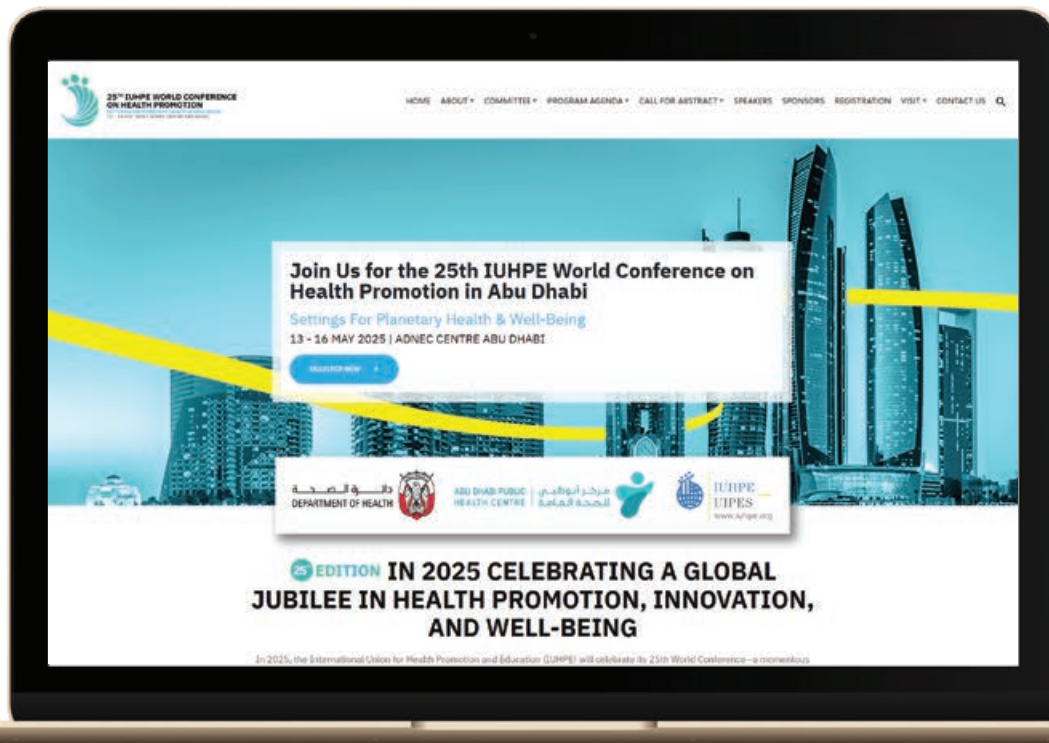
Together, these efforts powered record-breaking abstract submissions and positioned IUHPE 2025 as a standout global platform for advancing health promotion and planetary well-being.





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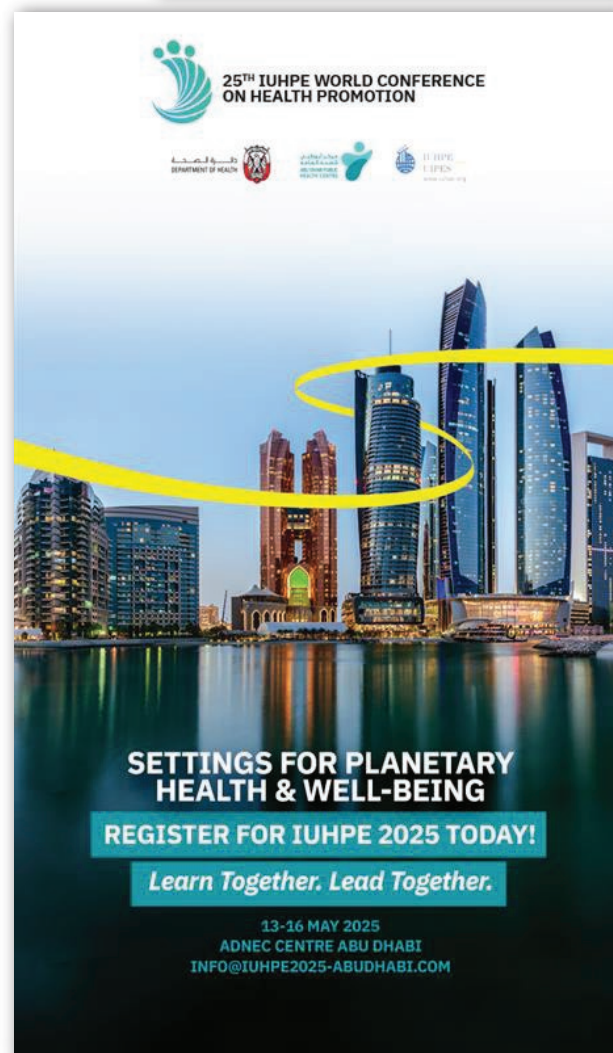




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الدورة 25 للمؤتمر العالمي للاتحاد الدولي لتعزيز الصحة والتثقيف الصحي

## أطر من أجل صحة المجتمع ورفاهيته

13 – 16 مايو 2025

مركز أدنيك أبوظبي



25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION





## 25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

### SETTINGS FOR PLANETARY HEALTH & WELL-BEING

13-16 MAY 2025  
ADNEC CENTRE ABU DHABI



SECURE YOUR SEAT AT THE  
FUTURE OF HEALTH PROMOTION.

REGISTER NOW



### CONFERENCE THEMES

- Settings for Health and Innovations
- Beyond Settings: Systems, Networks and Connections
- Planetary Settings for Health Promotion

Learn Together. Lead Together  
WWW.IUHPE2025-ABUDHABI.COM






## دعوة لـ المؤتمر العالمي الخامس والعشرين للاتحاد الدولي لتعزيز الصحة والتثقيف الصحي

Invitation for 25th IUHPE World Conference on Health Promotion.

يسعدنا بكونكم منظمين للمؤتمر العالمي الخامس والعشرين للاتحاد الدولي لتعزيز الصحة والتثقيف الصحي. سيجتمع هذا الحدث التاريخي قادة الحكومات وصناع السياسات والباحثين والخبراء في مجال الصحة للبرلمان الفكرة ومشاركة أفضل الممارسات والتعاون في وضع استراتيجيات مبتكرة من أجل مستقبل أكثر صحة واستدامة.

وتمتلك كلاً منكم دوراً رئيسياً في مجال الصحة العامة وصنع السياسات. فإن مشاركتكم في المؤتمر العالمي للاتحاد الدولي لتعزيز الصحة والتثقيف الصحي أمر لا بد منه في تشكيل مستقبل الصحة العالمية.

وإيماناً بمشاركتكم أوسع في مؤتمر للاتحاد الدولي لتعزيز الصحة والتثقيف الصحي 2025، يسعدنا بتوفير خصومات خاصة على التسجيلات.

**سجل مجموعتك الآن:**  
<https://iuhpe2025-abudhabi.evsreg.com/Account/SignInUG>

**تفاصيل الحدث:**  
• تاريخ: 13-16 مايو 2025  
• المكان: ADNEC Centre Abu Dhabi

**Session Highlights:**  
Don't miss these Key plenary sessions at IUHPE 2025! Join thought leaders and global experts as they explore groundbreaking themes shaping the future of health promotion:

- 1. Settings for Health & Innovations** – From cities and workplaces to schools, airports, and beyond, discover how diverse environments drive health advancements.
- 2. Beyond Settings: Systems, Networks & Connections** – Explore the power of collaboration in transforming health promotion across sectors and borders.
- 3. Planetary Settings for Health Promotion** – Addressing global health challenges through a planetary lens for a healthier, more sustainable future.

Be part of the conversation that shapes global health!

For further details on **group rates and benefits**, please contact us at:  
[info@iuhpe2025-abudhabi.com](mailto:info@iuhpe2025-abudhabi.com)  
or +971 (0) 2 406 3481.

We look forward to welcoming you at the 25th IUHPE World Conference on Health Promotion.

سجل الآن

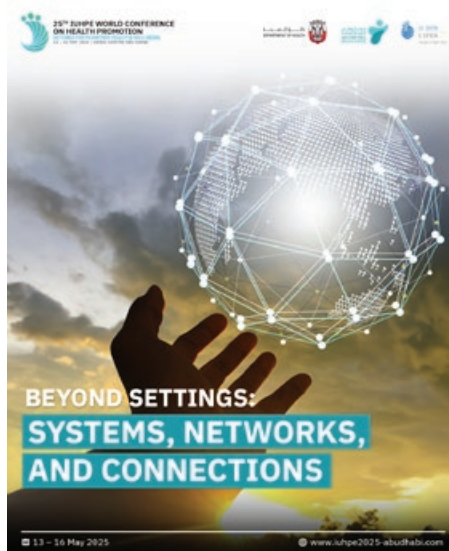
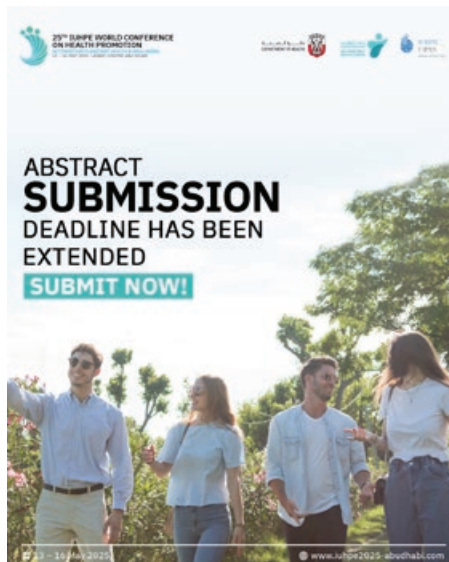
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[www.iuhpe2025-abudhabi.com](http://www.iuhpe2025-abudhabi.com)





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**Dr. Vidya Velagapudi**  
Senior Vice President  
of Precision Medicine  
M42 Health, UAE

**TOPIC:**  
Precision Medicine

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**H.E. DR. RASHED AL SUWAIDI**  
Director General,  
Abu Dhabi Public Health Centre

“This milestone event reflects Abu Dhabi’s commitment to advancing global health and sustainability. It underscores our transition from healthcare to health, placing prevention, innovation, and planetary well-being at the heart of our vision.”

13 – 16 May 2025 | [www.iuhpe2025-abudhabi.com](http://www.iuhpe2025-abudhabi.com)

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**WE WANT TO  
HEAR FROM YOU!**

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**IUHPE 2025  
GALA DINNER**  
HOSTED BY ABU DHABI PUBLIC  
HEALTH CENTRE (ADPHC)

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**Global Health & Education**  
ABU DHABI PUBLIC HEALTH CENTRE

**UNITING SECTORS FOR A HEALTHIER FUTURE:**  
A Lifelong Commitment to Combat Obesity and  
Advance Health Equity in the UAE

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**EARLY BIRD  
RATE EXTENSION  
UNTIL MARCH 23<sup>RD</sup>**

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**IUHPE 2025:  
Where Ideas Shape  
the Future of Health**

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**ROUNDTABLE  
DISCUSSIONS:  
Your Voice, Your Impact!**

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**الندوات:  
كن جزءاً من الحوار الذي يسهم  
في تشكيل مستقبل الصحة العالمية في  
IUHPE 2025!**

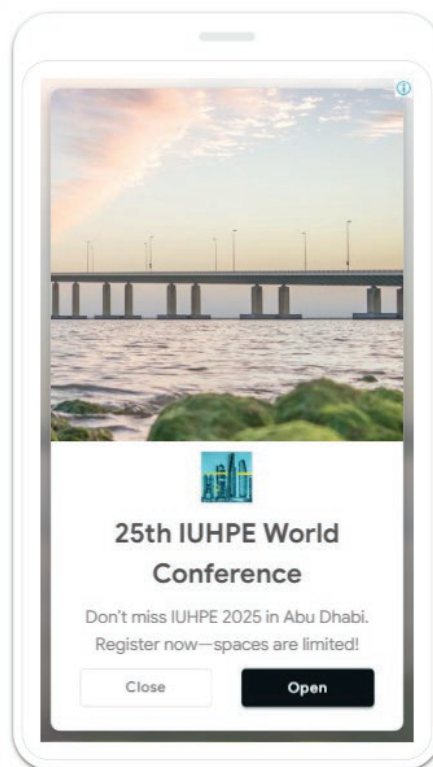
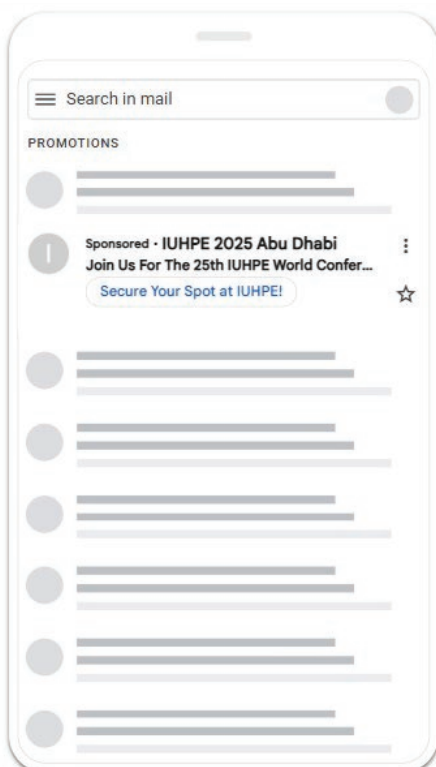
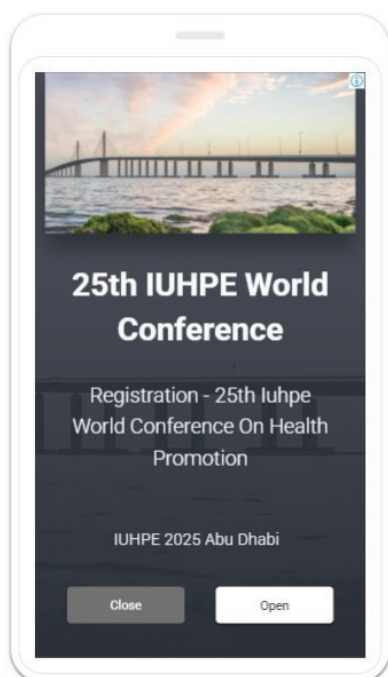
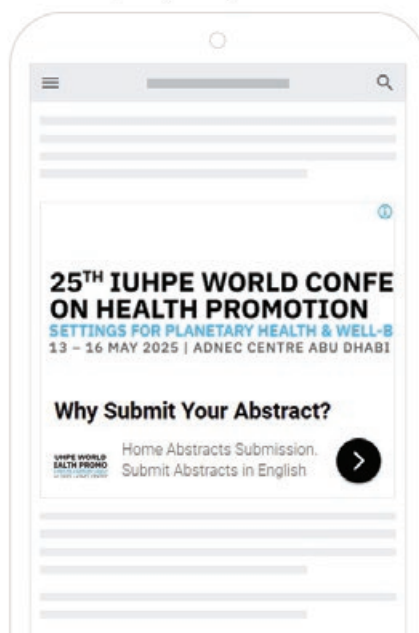
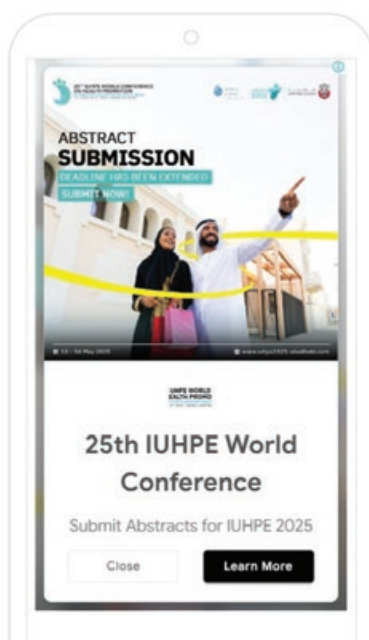
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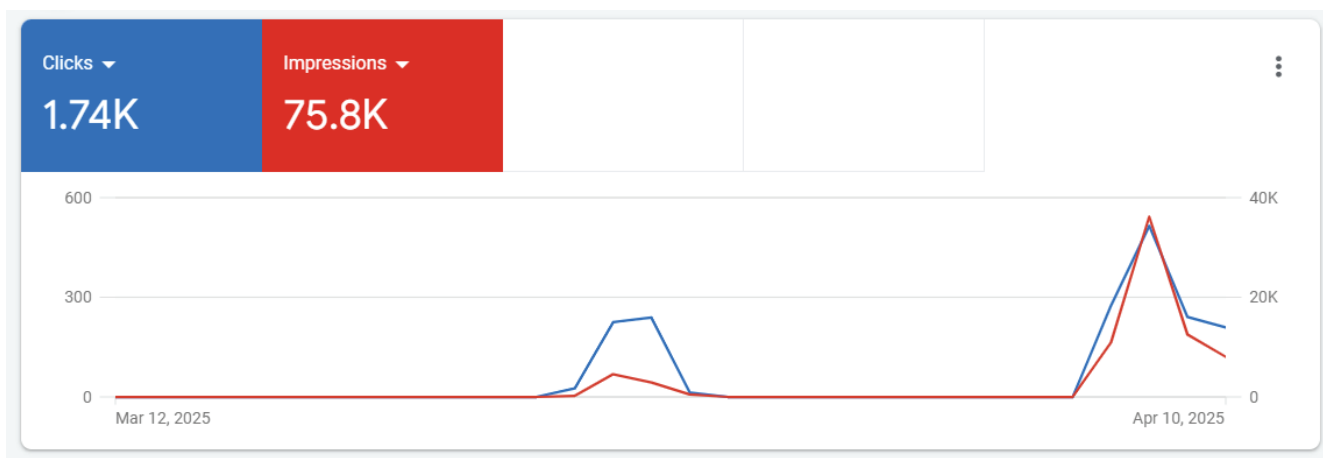
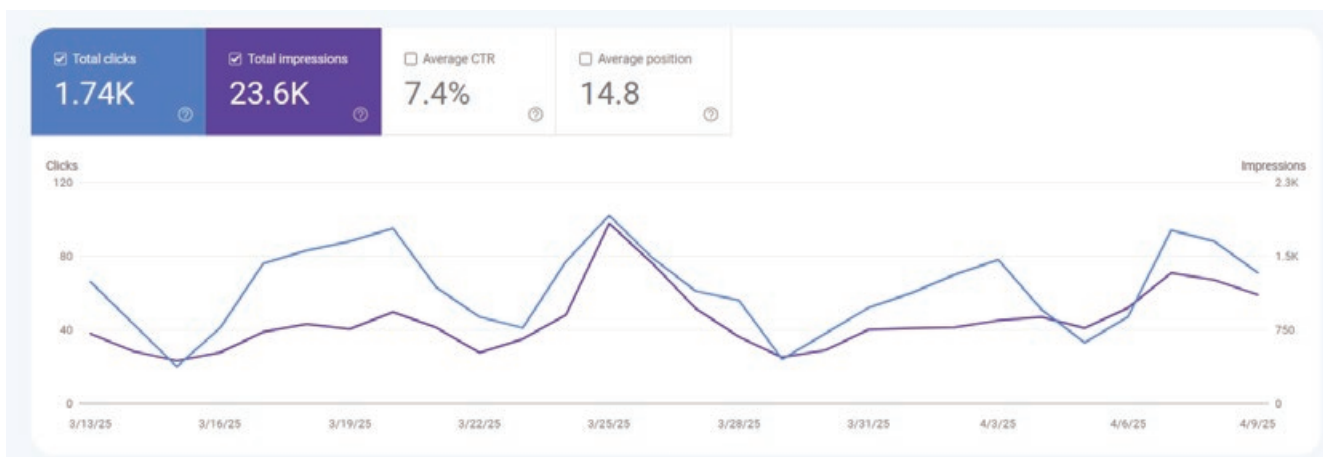
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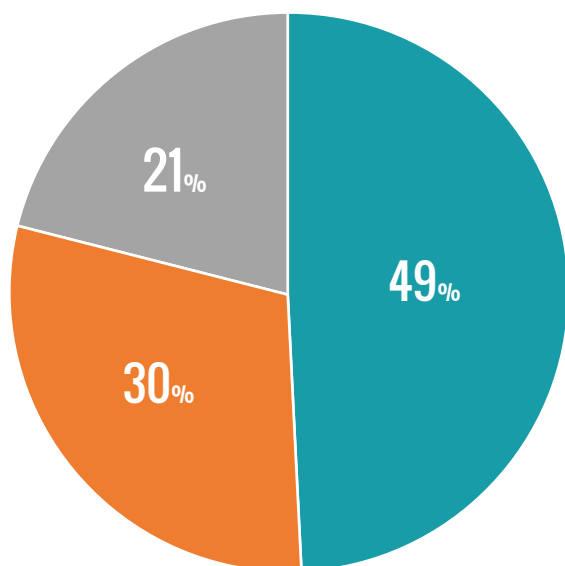
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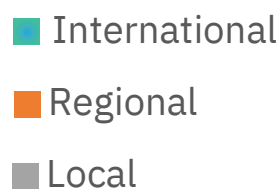




## E-SHOTS & DATABASE

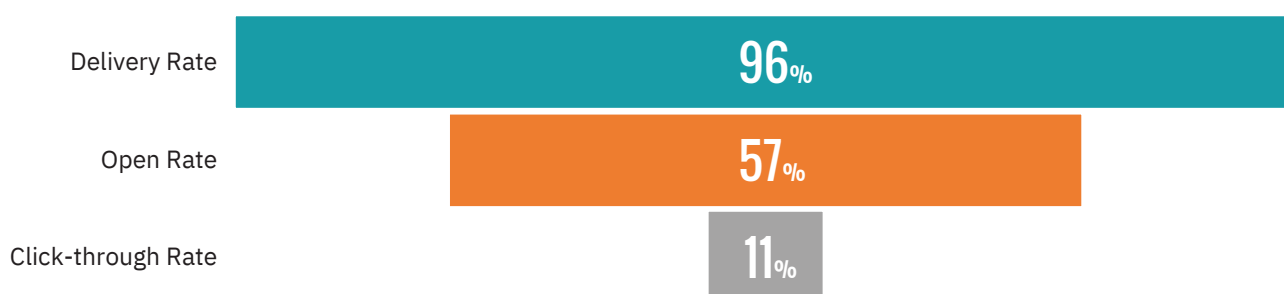


### DATABASE SEGREGATION



Source	Count
IUHPE Members	509
ADPHC Database	1,559
ADNEC Database	3,376
Abstract Submitters	420
Data Mining (Associations, Leads, Opt-Ins, List Extractions)	1,236
Total	7,100

## 24 E-SHOTS ANALYSIS





# 25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

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## ESHOTS

**Settings for Planetary Health & Well-Being**

25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

AdneC Centre Abu Dhabi, United Arab Emirates  
13 – 16 May 2025

**DISCOVER THE THOUGHT LEADERS SHAPING THE FUTURE OF HEALTH PROMOTION**

Be part of something transformative! The 25th IUHPE World Conference on Health Promotion is bringing together an extraordinary lineup of global experts who are redefining public health through innovation, equity and collaboration.

Take advantage of exclusive group registration rates (see examples on left) whether you're attending with colleagues, or a delegation. IUHPE 2025 offers several discounted categories for groups. It's the perfect opportunity to learn, collaborate, and make a collective impact on global health promotion.

**REGISTER YOUR GROUP**

From climate health and systems change to planetary well-being and policy-making, our speakers represent a powerful collective of researchers, change-makers, and health leaders from across the world.

**KEYNOTE ADDRESS**

**H.E. Dr. Omeyad Mohammed Al Hajri**  
Executive Director, Community Health Sector  
Abu Dhabi Public Health Center  
United Arab Emirates

**Louise Polvin**  
Professor  
University of Montreal  
Canada

**KEYNOTE SPEAKERS**

**Aliso Abdulrahmane**  
Director  
School Medical Control Division  
Senegal

**Wak Nijmegen**  
Senior Advisor  
Graduate Institute Geneva  
Switzerland

**Joseph Kanaw Simoku Kufurukile**  
Professor and Chair of Native Hawaiian Health  
University of Hawaii  
USA

**Nicole Strölin**  
Chief Executive Officer  
Institute for Healthcare Living  
Abu Dhabi  
United Arab Emirates

**Rahaf Ghazdar**  
Longevity Physician  
Shahin Sheikh Medical  
City  
United Arab Emirates

**Bhishak Reddy**  
Founder (PwC) President & Professor of Public Health  
Public Health Foundation of India  
India

**Tangray BOGNON**  
Visiting - Responsible of Monitoring, evaluation, accountability and learning of HSA  
Health Access Initiative (HAI)  
Belo Horizonte  
Brazil

**Tara Chen**  
PhD Candidate  
University of Waterloo  
Department of Geography and Environmental Management  
Canada

**Vidya Velagapudi**  
Senior Med. President  
Precision Medicine, M&D  
United Arab Emirates

**VISIT OUR WEBSITE TO LEARN MORE**

**Settings for Planetary Health & Well-Being**

AdneC Centre Abu Dhabi, United Arab Emirates  
13 – 16 May 2025

**25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION**

**Final Call: Submit Your Abstract by 15th January!**

Share your research, innovations, and insights at the 25th IUHPE World Conference on Health Promotion. Join the global conversation on health promotion by submitting your abstract today. Showcase your work to an international audience and play a pivotal role in shaping the future of health and well-being.

All abstract submitters, including individual contributors, are encouraged to actively engage and collaborate with fellow presenters and participants. Priority will be given to participatory, collaborative, and innovative session formats during the selection process.

**Settings for Health & Innovations**

Health-literate environments in schools, healthcare, and communities harness digital transformation and precision tools to advance health promotion.

**Beyond Settings**

Inclusive health equity for all ages, supported by policies, global-local networks, and health promotion financing.

**Planetary Settings for Health Promotion**

One Health promoting ecohealth, spirituality, global diplomacy, and community engagement for health emergencies and wellbeing.

The 25<sup>th</sup> IUHPE World Conference on Health Promotion is set to bring together global leaders, experts, and advocates in health promotion and education. We would be delighted to have you join us in shaping the future of public health.

**Don't miss this opportunity—submit your abstract before 15 January 2025!**

**SUBMIT ABSTRACT**

**Settings for Planetary Health & Well-Being**

AdneC Centre Abu Dhabi, United Arab Emirates  
13 – 16 May 2025

**25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION**

**EXPLORE THE SESSIONS SHAPING THE FUTURE OF HEALTH PROMOTION**

We're thrilled to announce that the official program for the 25th IUHPE World Conference on Health Promotion is now live! Taking place from 13–16 May 2025 at the ADNEC Centre, Abu Dhabi, this landmark event will bring together global leaders, changemakers, and practitioners to explore the theme: "Settings for Planetary Health and Well-being."

With an exciting lineup of plenary sessions, workshops, symposiums, and roundtable discussions, the program offers something for every public health professional committed to creating sustainable, impactful change.

The IUHPE 2025 conference program has been submitted for Continuing Medical Education (CME) accreditation and is currently under review, offering added value for professional development and learning.

**EXPLORE THE FULL PROGRAM AND START PLANNING YOUR JOURNEY:**

**VIEW PROGRAM**

We look forward to welcoming you to Abu Dhabi for IUHPE 2025! For the latest updates, full program details, recommended hotels, and must-see local attractions, be sure to visit the official website. Join us in shaping the future of global health.

**VIEW THE WEBSITE**

**VIEW SPEAKERS**



# 25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

SETTINGS FOR PLANETARY HEALTH & WELL-BEING  
13 – 16 MAY 2025 | ADNEC CENTRE ABU DHABI



## Celebrate Global Health Excellence in Style

As part of the 25th IUHPE World Conference on Health Promotion, we are pleased to extend a special invitation to the IUHPE 2025 Gala Dinner, graciously hosted by the Abu Dhabi Public Health Centre.

Held at the iconic Emirates Palace, this elegant evening will feature traditional Emirati hospitality, cultural showcases, and authentic cuisine—providing a unique opportunity to network with global health leaders, distinguished speakers, and fellow delegates in an unforgettable setting.

*\*\* This exclusive event is included in your registration fee at no additional cost.*

We are also pleased to share that the conference programme has been submitted for Continuing Medical Education (CME) accreditation and is currently under review—adding further value to your participation.

### Hosted By:



The Gala Dinner will feature a rich showcase of Emirati heritage, including traditional henna art, a falconry experience, Emirati cuisine, and a photo opportunity in traditional dress. Celebrate the spirit of the UAE while connecting with global colleagues in an unforgettable cultural setting.



14th May 2025



19:00 – 21:30



Semi-Formal Attire

Spaces are limited, don't miss your chance to experience this prestigious evening. Details on how to RSVP or secure your seat will be shared with registered attendees.

We look forward to celebrating with you in Abu Dhabi.

[VIEW PROGRAM](#)

[RESERVE GALA DINNER](#)



## Celebrating Our Partners & Stakeholders in Advancing Global Health

As IUHPE 2025 concludes in Abu Dhabi, we extend our heartfelt gratitude to all our sponsors and partners. Your commitment and collaboration have played a pivotal role in making this global conference a success.

Through your generous support, IUHPE 2025 is not only facilitating vital dialogue and international collaboration but also supporting innovative solutions that drive meaningful progress in health promotion and planetary well-being.

Thank you for being a driving force in this collective mission. Together, we are shaping a healthier, more equitable future for communities around the world.

### Local Partner



### Healthcare Sustainability Partner



### Global Healthcare Sponsors



### Platinum Sponsor



### Gold Sponsors



### Knowledge Partners



### Supporting Government Entities



### Destination Partner



Continue engaging with IUHPE 2025, visit our website for updates, explore our partners and sponsors, and don't forget to connect with us on social media to share your experience. Together, we're building the future of health promotion.

[VIEW WEBSITE](#)



## Your IUHPE 2025 Experience Starts Here – Stay Nearby & Save with Group Bookings

Get the most out of your IUHPE 2025 experience by planning ahead! We're pleased to announce that preferred hotel options and exclusive group booking rates are now available to help you make the most of your journey to Abu Dhabi.

Attending with your team or colleagues? Take advantage of our group registration discounts—ideal for organizations, institutions, and delegations looking to make a collective impact.

Plan smart. Stay close. Learn together.

### Signature Stays

Enjoy special rates at select hotels located just minutes from the ADNEC Centre, offering comfort, convenience, and seamless access to the conference venue. Whether you're looking for luxury or budget-friendly stays, we've got you covered.

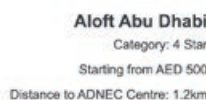


#### Andaz Capital Gate

Category: 5 Star

Starting from AED 661

Distance to ADNEC Centre: 400m



#### Aloft Abu Dhabi

Category: 4 Star

Starting from AED 500

Distance to ADNEC Centre: 1.2km



#### Pearl Rotana Capital Centre

Category: 4 Star

Starting from AED 460

Distance to ADNEC Centre: 500m



#### Capital Centre Arjaan

Category: 4 Star

Starting from AED 525

Distance to ADNEC Centre: 600m



#### Centro Capital Centre

Category: 3 Star

Starting from AED 525

Distance to ADNEC Centre: 500m

[BOOK YOUR STAY](#)

[BOOK YOUR GROUP](#)



# **25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION**

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## **PUBLIC RELATIONS**



## COVERAGE AND STATISTICS

**403**

**Pieces of Coverage**

Total number of online, offline and social clips in this book

**3.08M**

**Estimated Views**

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social

**131M**

**Audience**

Combined total of publication-wide audience figures for all outlets featuring coverage

**249**

**Online Pieces**

Amount of Coverage published on websites, blogs and online outlets

**2.01M**

**Est. Online Views**

Prediction of lifetime views of online coverage, based on audience reach & number of...

**125M**

**Online Readership**

Combined total number of people that visit the websites featuring coverage

**99**

**Max. Domain Authority**

A 0-100 measure of the authority of the site coverage appears on, provided by Moz

**10**

**Total**

Press Releases

**07**

**MOU Releases Distributed**

**04**

**Talking Points Documents (Eng & Ara)**

**50+**

**Media Attendees**

**07**

**Media Partnerships**

**IUHPE**

**Factsheets (Eng & Ara)**

**On-Site**

**Press Office Management**

**03**

**PRLs Distribution only**

**07**

**PRLs Created Translated & Distributed**

**03**

**Conference Related Releases**

1 Pre Event, 1 Opening, and 1 Outcome Release

## MEDIA COVERAGE AT A GLANCE

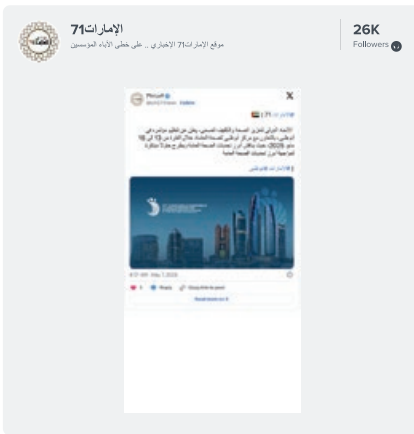




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**مركز الاتحاد للأخبار**  
أحدث الأخبار الإخبارية العربية والعالمية، أهم التقارير، تقارير وجهات الأبحاث، الاقتصاد، ثقافة، رأي، رياضة، طب، صحة، علوم وتكنولوجيا، جرم ومغامر وفكرية.

**263K**  
Unique Visits  
Provided by SimilarWeb



**ESG Mena**  
ESG Mena is a comprehensive, independent knowledge hub covering the emergence & development of the environment, social & ...

**3.68K**  
Unique Visits  
Provided by SimilarWeb



**Observer Dubai Magazine**

**348**  
Unique Visits  
Provided by SimilarWeb



**مصر اليوم**  
مصر اليوم تابع لحدث أخبار مصر اليوم لمحتوى يلمح بك كل صدى ومعداتها في مصر اليوم وإسهامات وإسهامات وإسهامات


**16.6K**  
Unique Visits  
Provided by SimilarWeb




**صحيفة الخليج**  
صحيفة الخليج هي صحيفة يومية تصدر عن دار الخليج للصحافة والإعلامية والتلفزيونية منذ إنشائها في عام 1970 على يد التلفزيون المرحوم تريم ...

**471K**  
Unique Visits  
Provided by SimilarWeb



**جريدة الوحدة**  
Discover the latest news and updates from the UAE on Al Wahda News. Stay connected with alwahda.news and get access to ...

**4.13K**  
Unique Visits  
Provided by SimilarWeb



**جريدة الفجر الإماراتية | جريدة الفجر الإماراتية**  
Alfajr News

**2.76K**  
Unique Visits  
Provided by SimilarWeb




**مكتب أبوظبي الإعلامي**  
يقام مكتب أبوظبي الإعلامي مسؤولاً على أخبار حكومة أبوظبي وأخبار رؤية أبوظبي ...

**48.3K**  
Unique Visits  
Provided by SimilarWeb



**eyeofriyadh.com**  
Most popular portal provides daily news, events, interactive services of information and complete solutions for marketing and online...

**89.1K**  
Unique Visits  
Provided by SimilarWeb



**مكتب أبوظبي الإعلامي**  
يقام مكتب أبوظبي الإعلامي مسؤولاً على أخبار حكومة أبوظبي وأخبار رؤية أبوظبي ...

**48.3K**  
Unique Visits  
Provided by SimilarWeb



**مركز الاتحاد للأخبار**  
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**263K**  
Unique Visits  
Provided by SimilarWeb



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**471K**  
Unique Visits  
Provided by SimilarWeb








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## SETTINGS FOR PLANETARY HEALTH & WELL-BEING

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**Middle East News 247**  
Middle East News 247 provides trending news, in-depth analyses, exclusive features, and information from and for the Middle East on...  
4.46K Unique Visits  
Provided by SimilarWeb



**Middle East Health -**  
3.96K Unique Visits  
Provided by SimilarWeb



**Hospital Magazine - Leading Healthcare Magazine in the Middle East**  
Hospitals Magazine - Leading Healthcare Magazine in the Middle East, North Africa, Gulf Countries, and Turkey  
3.13K Unique Visits  
Provided by SimilarWeb




**Khaleej Times**  
Khaleej Times provides the latest UAE news, Dubai headlines, world events, business updates, Dubai gold prices, weather forecasts, and...  
2.01M Unique Visits  
Provided by SimilarWeb




**MedEdge MEA**  
MedEdge MEA delivers trusted healthcare news, expert insights, and trends shaping the Middle East and Africa's medical landscape  
1.26K Unique Visits  
Provided by SimilarWeb



**uaenews4u.com**  
652 Unique Visits  
Provided by SimilarWeb




**Daily Guardian UAE**  
I didn't know it was a violation: UAE cyclists reminded of Dh400 fine for not following rules on bike transport UAE by dailyguardian.ae 17 November 2023 Winter has arrived ...  
48.3K Unique Visits  
Provided by SimilarWeb




**مكتب أبوظبي الإعلامي**  
يقدم مكتب أبوظبي الإعلامي سلسلة من الأخبار حصرية وأبرز رؤية لقيادتنا المحمدية...  
48.3K Unique Visits  
Provided by SimilarWeb



**ZAWYA - The trusted source for business and finance news**  
Latest business, economic and financial markets news, along with insights, research and multimedia  
383K Unique Visits  
Provided by SimilarWeb




**Middle East News 247**  
Middle East News 247 provides trending news, in-depth analyses, exclusive features, and information from and for the Middle East on...  
4.46K Unique Visits  
Provided by SimilarWeb



**Business & Financial - International News, Currencies & Economic Indicators**  
Middle East business and financial news, free business and financial news, Stocks, Currencies, research and events  
253K Unique Visits  
Provided by SimilarWeb



**Dubai Forum**  
Latest Dubai News: Updates on Business, Lifestyle, Startups & Community. Stay informed with Dubai Forum - your source for UAE &...  
793 Unique Visits  
Provided by SimilarWeb







## MEDIA INTERACTIONS





# 25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

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## MEDIA PARTNERSHIPS

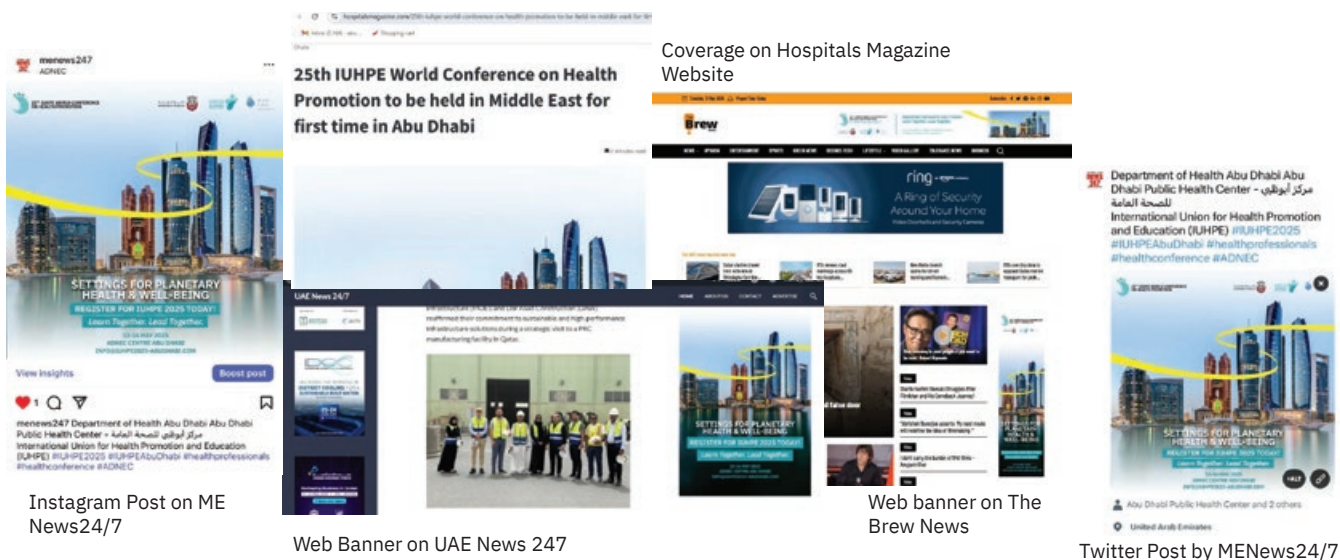
### 7 MEDIA PARTNERSHIPS

- UAE News 24/7
- Me News 24/7
- The Brew News
- Medgate Today
- Middle East Health
- The Arab Hospital Magazine
- Hospitals

### MEDIA PARTNERSHIP OUTCOME

- Hyperlinked Event banners on partners' sites
- Social Media Posts
- On-site interviews
- Digital Articles
- PR Coverage

## MEDIA PARTNERSHIPS AT A GLANCE





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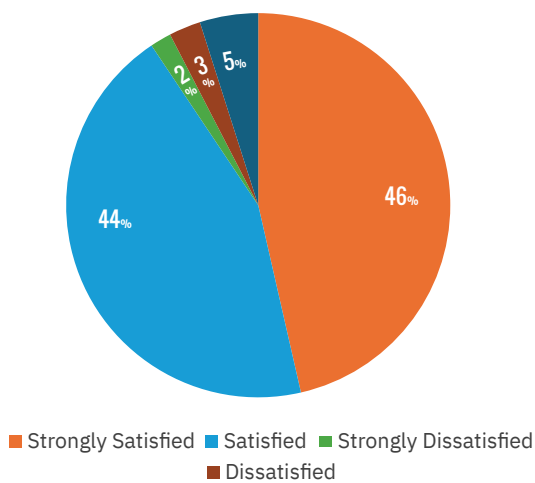
## **POST EVENT SURVEY**



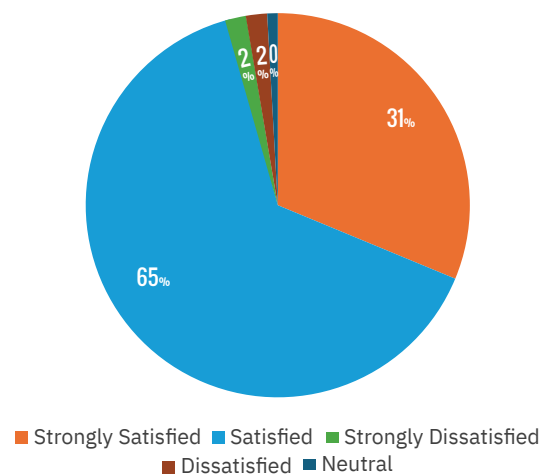
## POST EVENT SURVEY

A post-event survey was conducted to gather valuable feedback from participants (**224 respondents**) on the conference's content, organization, accessibility, and overall experience. These insights will help shape future events and ensure IUHPE continues to respond to the evolving needs of the global health promotion community

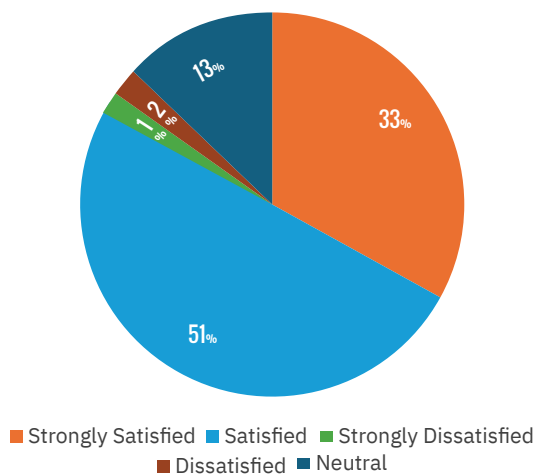
**How well did the IUHPE 2025 meet your expectations?**



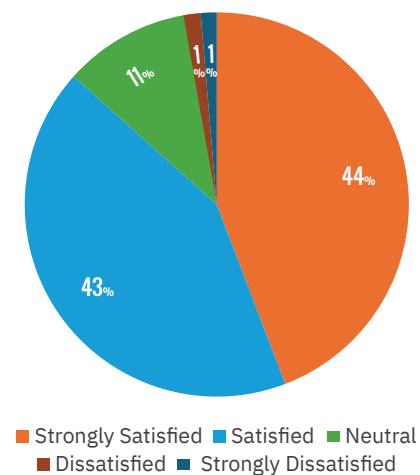
**How would you rate the ADNEC Centre Abu Dhabi Venue?**



**How would you rate the Food at the venue?**



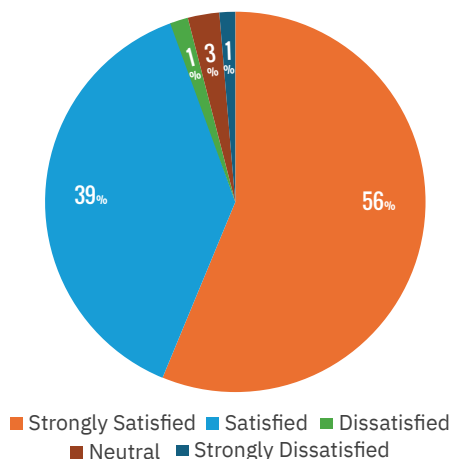
**How satisfied were you with the Exhibition?**



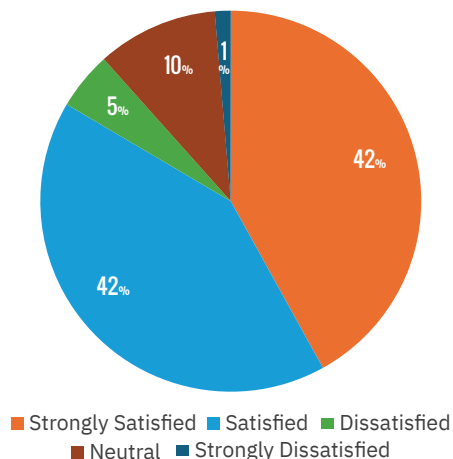




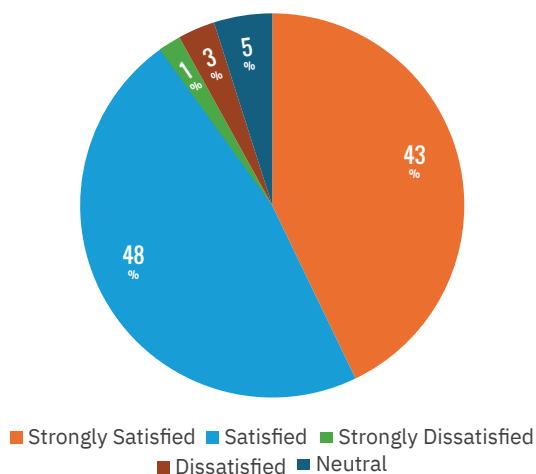
### How satisfied were you with the Registration Process?



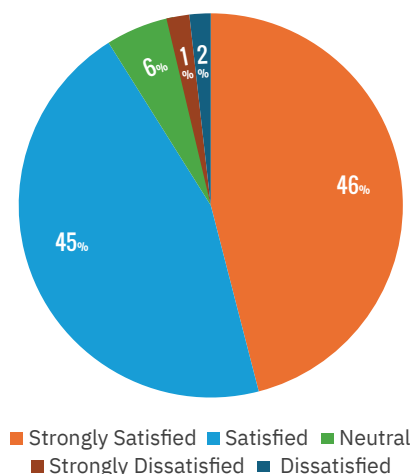
### How satisfied were you with the Event Schedule?



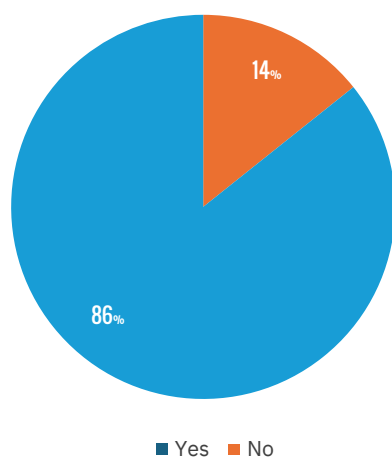
### How satisfied were you with the Session Content / Program?



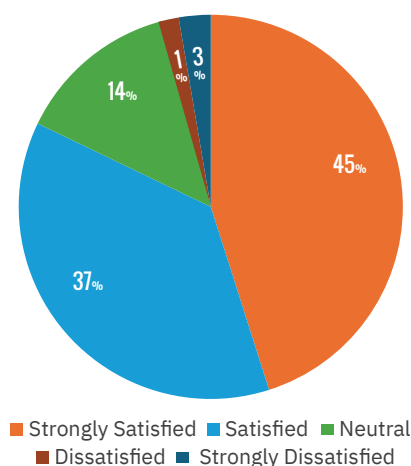
### How satisfied were you with the Speakers?



### Did you book a mentor moment session?

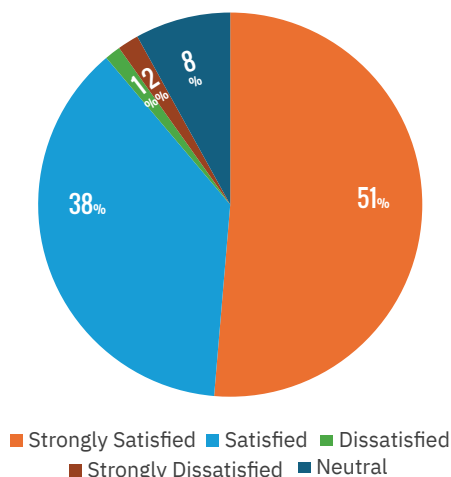


### How satisfied were you with the Welcome Reception - The Food

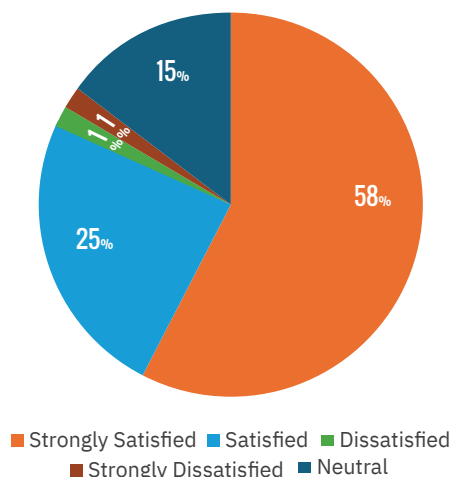




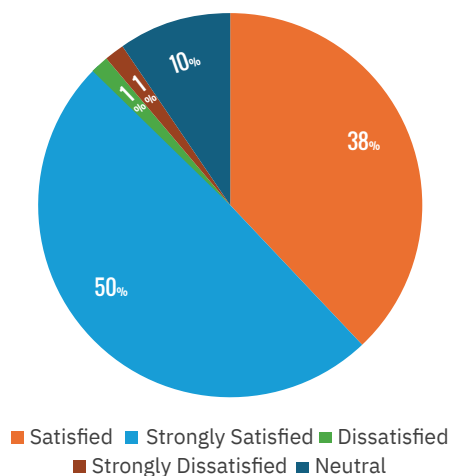
**How satisfied were you with the  
Welcome Reception - Venue**



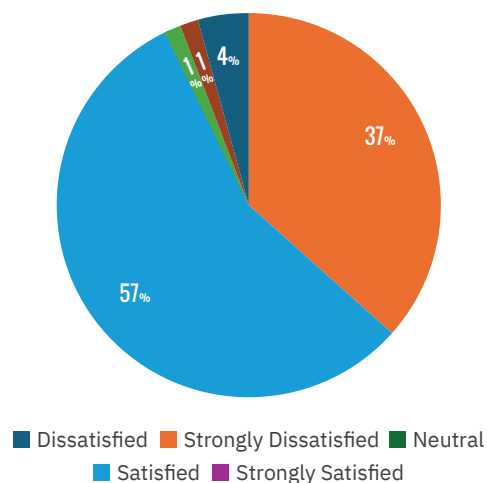
**How satisfied were you with  
the Gala Dinner - Food**



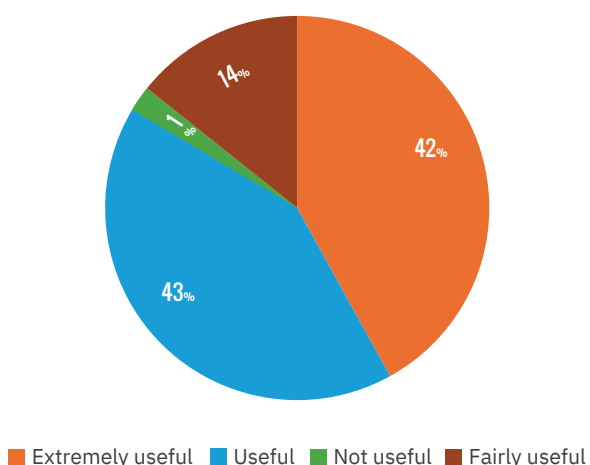
**How satisfied were you with the  
Gala Dinner - Cultural Activations**



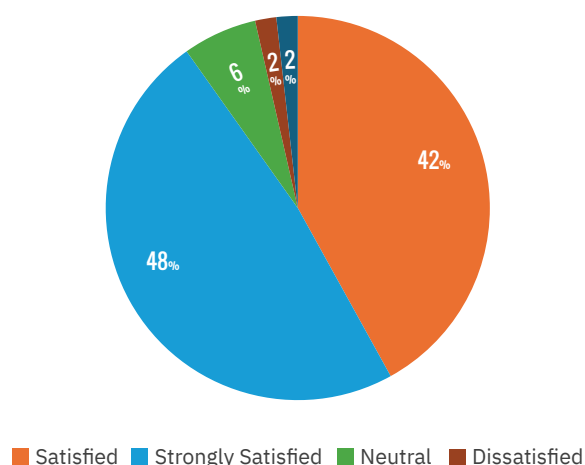
**How would you rate the overall  
Gala Dinner Experience?**



**How useful did you find this event  
for your professional development?**

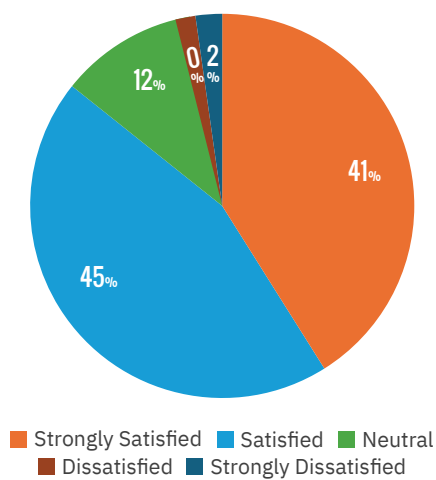


**How would you rate the overall  
organization of the IUHPE 2025?**

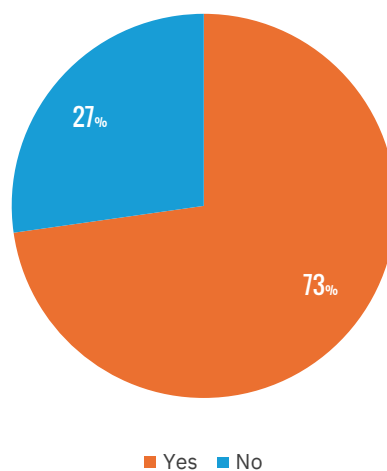




**How effective was the IUHPE 2025  
in facilitating networking opportunities?**



**Were you able to connect with  
potential collaborators or partners?**





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## **TESTIMONIALS**





## TESTIMONIALS

We are honoured to receive such inspiring feedback for IUHPE — a powerful reminder of the impact we're making together in advancing global health promotion.



**Mr. Jasbeer Singh Rasim**  
Carl Zeiss Pvt Ltd

India

*The conference was exceptionally well-organized, with a diverse mix of voices and disciplines. It created a truly global platform for dialogue and collaboration in health promotion. The integration of culture, sustainability, and equity into the event design made the experience holistic and memorable.*

*The hospitality and warmth of the hosts greatly enhanced the overall atmosphere. Thank you!*



**Martin Zemel**  
FASTA University

Argentina

*Thank you for your support in attending the Conference. It was essential to be able to participate in person.*

*I consider that economic support is very important and should continue to be given to partners in regions with economic difficulties. In this way, we will be able to offer them great opportunities and real connections.*



**Ms. Carol Tyrell**  
NYSDOH

USA

*I appreciated meeting the young people at the conference - and sharing our knowledge and experiences in our respective fields - was not looking for potential collaborators or partners but wanted to learn how others are addressing similar issues in their countries.*



**Ms. Sara El Khadra**  
ADPHC

UAE

*The conference was packed with exciting sessions at simultaneous times that it was impossible to attend all on wish list.*



**Ms. Sneha Shalini**  
Indian Council of  
Medical Research

New Delhi, India

*Health promotion plays a vital role in improving public health by focusing on prevention and encouraging healthy behaviors. It addresses social determinants of health, reducing disparities and promoting equity.*

*By empowering communities, it fosters participation and long-term sustainability. Health promotion supports health across the life course and eases the burden on healthcare systems. Ultimately, it contributes significantly to achieving global health and development goals.*



**Ms. Latifa Al Shamsi**  
ADPHC

UAE

*The conference was well organized and highly informative. For the future editions, I suggest including more interactive workshops focused on practical applications of public health tools especially in emerging areas like climate - health integration and environmental toxicology.*



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## **NEXT STEPS**

## DEVELOPMENT OF THE ABU DHABI STATEMENT

The statement was developed in several steps.

- » A draft of the statement was prepared before the conference by a group of experienced health promotion representatives included in the Global Scientific Committee of the IUHPE2025 Conference and some with experience in the elaboration of such declarations from previous conference.
- » The draft was presented by the co-chairs of the Global Scientific Committee, Professor Marco Akerman and Dr Mumtaz Meeran, at the beginning of the conference in Abu Dhabi. The participants were encouraged to provide feedback and input based on their experience and knowledge shared during the scientific sessions along the three days of the conference.
- » IUHPE 2025 delegates could contribute their knowledge and suggestions by completing a short questionnaire with open questions that was shared via a QR code displayed in all the main areas of the conference halls. Reminders prompted participants to share their input each day in the beginning, during the plenary session and through the moderators of the parallel sessions. A group of participants, including 4 students from Abu Dhabi University, took notes throughout various conference sessions and shared these notes with the writing team during and after the conference.
- » The writing team analyzed, compiled and integrated all these contributions into the final text of the statement in an iterative process.
- » The text was presented to the IUHPE leadership/ Executive board, and to the ADPHC, the host organization for institutional endorsement.





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## **GALLERY**





**25<sup>TH</sup> IUHPE  
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## DAY-01







# 25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

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## DAY-02







**25<sup>TH</sup> IUHPE  
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## DAY-03







# 25<sup>TH</sup> IUHPE WORLD CONFERENCE ON HEALTH PROMOTION

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## DAY-04







**25<sup>TH</sup> IUHPE  
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**For Information**  
**[info@iuhpe2025-abudhabi.com](mailto:info@iuhpe2025-abudhabi.com)**