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WORLD FAIR  
**MUNICIPALITIES AND  
HEALTH**

RIGHTS, CITIZENSHIP, AND INTEGRATED LOCAL  
MANAGEMENT FOR DEVELOPMENT

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Feria Mundial  
**MUNICIPIOS Y SALUD**  
derechos, ciudadanía y gestión local integrada para el desarrollo

## Overview

Argentina will be the site of the "First World Fair of Municipalities and Health: Rights, Citizenship and Integrated Local Management for Development", that will be held from 18 to 21 August in the Coast Salguero Center, Autonomous City of Buenos Aires. Authorities and experts of the numerous countries will participate in the meeting organized by the Ministry of Health of Argentina, with the support of the Pan American Health Organization and the World Health Organization (PAHO/WHO).

The purpose of the activity is to present strategies used by governments, international agencies, civil society organizations, private sector, and academic institutions for the management of local public policies to guarantee the full exercise of the right to health.

It is acknowledged that implicit in the territorial nature of public policy is that its design, management and implementation will take into account both how power is concentrated and different viewpoints about the purposes of life. From the perspective of the tension between the specificity of demands and the universal nature of their responses, it is essential to guarantee participative, democratic and pluralistic initiatives that, through collective construction and strengthening of intersectoral alliances, support improvements in social and health conditions in any geographic area.

In this regard, the World Fair will provide different spaces for activities to be carried out that will encourage reflection and analysis in the field of public health, through the exchange of knowledge and experiences in management, cinema-debate, conferences and the chance to visit booths sponsored by health and other ministries from Argentina and other countries, municipalities, international organizations, civil society organizations and universities, among others.

## Simultaneous translation is planned in English and Spanish

**Dates: 18,19, 20 and 21 August 2009**

**Send Proposals for presentations, using the attached form up to 1 June, 2009 to: [feriamos@msal.gov.ar](mailto:feriamos@msal.gov.ar)**

**Place:** Coast Salguero Center, Autonomous City of Buenos Aires, Argentina

**Participants from around the World:** Workers at the municipal, provincial, national, and global levels; representatives of NGOs, universities, scientific associations, ministries of health and of other ministries, networks of healthy municipalities, networks of healthy schools, international agencies; health and other community-based workers; etc.

## **Objectives**

1. Promote the Healthy Municipalities, Cities, and Communities Strategy as a platform for the management of public policies aimed at effectively addressing health determinants at the local level.
2. Facilitate opportunities for reflection and sharing of experiences and knowledge regarding integrated local management that facilitate the effective exercise of the right to health and citizenship-building.
3. Strengthen national, regional and global networking of healthy municipalities, cities and communities as a useful tool for sharing knowledge and effective access to information.
4. Promote the utilization of instruments and methodological tools for the local management of public health policies and projects implemented to address health determinants, while showing the effectiveness of this approach.

**Lines of work: Public policies, health determinants, civil rights, integrated management for local development**

## **Proposed Activities**

The Fair will be held in a large location which provides opportunities for people to easily circulate, communicate and socialize.

The proposed spaces:

- ✓ **ROOM FOR PRESENTATION OF MUNICIPAL, NATIONAL AND INTERNATIONAL EXPERIENCES:** experiences that highlight public policies that address health determinants.
- ✓ **CINEMA-DEBATE ROOM:** projection of short national and international films related to health subjects. The space will have a moderator and one or two experts in the main subject of the film, with the aim of carrying out a debate with regard to what is shown. Additionally, short ads that, together with experts in the subject, will provide an opportunity to analyze and debate communication and health.
- ✓ **COFFEE ROOM WITH IDEAS:** This will be similar to a bar or coffee house in which a moderator and one or more experts will conduct an interview on a specific subject. This will be followed by an exchange with the public. After a round of discussions participants will try to reach an agreement about the topics discussed.
- ✓ **CONFERENCE ROOM:** The main presentation of the day as well as teleconferences with prominent speakers will take place in this space.
- ✓ **STAGE:** throughout the Fair plays, community interventions, music, cultural activities linked with health will be presented.
- ✓ **ROOM FOR INFORMATION AND KNOWLEDGE MANAGEMENT:** open to the general public, services and space will be provided to have hands-on experience with new information technology, virtual education, municipal Web pages, information networks and training.
- ✓ **COFFEE LIBRARY:** space for consultation of health literature, exchange with authors and presentations of books whose topics are linked with health policies.
- ✓ **POSTERS**
- ✓ **BOOTHS**

**WORLD FAIR OF MUNICIPIOS AND HEALTH: RIGHTS, CITIZENSHIP  
AND INTEGRATED LOCAL MANAGEMENT FOR DEVELOPMENT  
PROPOSED PRESENTATION OF PROGRAM, EXPERIENCE OR  
MATERIAL**

**PROPOSAL SHEET TO PRESENT IN THE FAIR**

**Send proposal to: [feriamos@msal.gov.ar](mailto:feriamos@msal.gov.ar)**

Name/Title of the initiative/project/program/material to be presented:

Name of the person presenting:

Institution:

Electronic address:

Telephone number:

Country: Location where the initiative is carried out (i.e. municipality, community, university, school, community center):

Type of section in which the presentation of the program, experience or material will be presented:

- PRESENTATION OF EXPERIENCES: presentations, CDs, videos
- STAGE: theater, puppets, music, physical activity, etc.
- ROOM FOR INFORMATION AND KNOWLEDGE MANAGEMENT:  
software, materials
- COFFEE LIBRARY: launch of books and debate with the authors
- POSTERS

Description of the program, experience, or material to be presented; summary of the experience in 250 words:

- Mission or purpose (why):
- Values and principles (orientation):
- Expected results and achievements (what):
- Stage of implementation (initiative in progress or completed within the last 6 months):
- Key collaborators in the initiative and how this has changed over time (who):
- Challenges confronted and how they were overcome:
- What processes were used to carry out the initiative or produce the material (i.e. raise the level of awareness of the population, strengthen abilities, increase

access to services, improve services, modify policies and what processes facilitated their implementation) (how):

- What type of monitoring and/or evaluation was conducted and what are the results (changes achieved i.e. in the community, policies, systems, services, behavior, determinants, equity, health status, capacities, available resources, etc.):
- What are the lessons learned:
- Recommendations for the future and for others:

**CRITERIA FOR ACCEPTANCE OF PROPOSED PROGRAMS,  
EXPERIENCES, OR MATERIALS**

- It is related to the subject of Municipalities and Health: rights, citizenship, and integrated local management for development
- Experiences with lessons learned or challenges to be overcome are included
- It is of interest to people from other countries and/or Regions