

"Health promotion: integrated life cycle approach"

3 June 2015 – Stakeholders from across the health sector came together this week for Egypt's Second International Conference of Public Health, looking at the important role health promotion plays in an integrated lifecycle approach to health.

Like many countries, Egypt is facing a changing public health landscape with an increasing population, rapid rates of urbanization, and a growing number of older people with special needs. Innovative methods are now required to ensure that these new challenges are met, and measureable and effective health promotion is more important now than ever before.

Hosted by the Cairo University Faculty of Medicine, in collaboration with the World Health Organization, the conference covered a broad range of areas where health promotion is key in ensuring health across the life course, such as universal health coverage, noncommunicable diseases, and mental and population health.

Related link

[Welcome address of Dr Henk Bekedam, WHO Representative in Egypt](#)

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