



We welcome you to the

## 8th Nordic Public Health Conference 9-11 October, Reykjavík, Iceland

The Nordic Public Health Conference is now being held for the first time in Iceland and as the hosts we hope that you will find the event a relevant and fruitful experience. It is also our expressed wish that you will have a most enjoyable stay here in Iceland.

The conference is organised in cooperation with the Ministry of Health and Social Security, the Public Health Institute of Iceland and the Directorate of Health in Iceland, with the support of an organising committee having representatives from Denmark, Finland, Norway and Sweden.

The conference will specifically focus on how local communities can provide and sustain public health programs. It will focus on the resources and structures that are needed, such as partnership, capacity building and shared responsibility for public health. A special emphasis is being placed on the role of the various sectors and key players. Our expectation is that after the congress participants will return home better informed and having new tools to use in their daily work.

Best regards,



**Jón Kristjánsson**  
Minister of Health  
The Ministry of Health and Social Security



**Anna Elísabet Ólafsdóttir**  
General Director  
The Public Health Institute of Iceland



**Sigurður Guðmundsson**  
Medical Director  
The Directorate of Health

### Organising Committee

**Bryndis Kristjánsdóttir**, The Public Health Institute of Iceland, bryndis@lydheilsustod.is

**Anna Björg Aradóttir**, The Directorate of Health, Iceland, annabara@landlaeknir.is

**Kristin Gudnason**, Sundhedsstyrelsen, Denmark, kg@sst.dk

**Ewy Thornqvist**, Statens Folkhälsoinstitut, Sweden, ewy.thornqvist@fhi.se

**Ole Trygve Stigen**, Sosial- og helsedirektoratet, Norway, ots@shdir.no

**Erkki Vartiainen**, Kansanterveyslaitos, Finland, erkki.vartiainen@ktl.fi



## Keynote Speakers



**Dr. Geir Gunnlaugsson**, Director of the Centre for Child Health Services in Reykjavík and Chairman of the Icelandic Public Health Association.  
Dr. Geir Gunnlaugsson, MD from the University of Iceland 1978 and post-graduate training in paediatrics and public health at the Karolinska Institute, Stockholm, Sweden. Worked in Guinea-Bissau, West-Africa 1982-85 and 1993-98. Lecturer and study director at the Section for International Maternal and Child Health in Uppsala, Sweden 1998-2000. Participant in European working groups on child health monitoring (CHILD) and breastfeeding. Wise-chairman of the Nordic Paediatric Association. Consultant to the Icelandic International Development Agency. Part-time adjunct position at the Faculty of Medicine, University of Iceland. Research and publications within the field of paediatrics, primary health care and public health in Iceland, Guinea-Bissau and Malawi.



**Dr. Penny Hawe**, Markin Chair in Health, Wellness and Society, Department of Community Health Sciences, University of Calgary.  
Dr. Penny Hawe is a community psychologist, with postgraduate training in public health and epidemiology. She joined the Faculty at the University of Calgary in July 2000. Previously, she was in the Department of Public Health and Community Medicine at the University of Sydney, Australia, having been recruited for a new Chair from the University of Sydney, Australia. Her research program is social environments and health and community level interventions to promote health. Dr. Hawe has developed a check list for mapping community capacity and has published widely in the field of public health.



**Mr. Johan Jonsson**, Director of Health in the West-Götaland Region, Sweden.  
Johan Jonsson has been Director of Public Health in the West-Götaland Region since 2004. The Region consists of 49 local authorities and has about 1.6 million inhabitants. For seven years, before this assignment, Johan Jonsson headed the so called DELTA-cooperation project, which aimed at developing the Swedish welfare system. The findings of the project have been implemented in a new legislation, as from 2004. Before that Johan Jonsson's position for 8 years was Assistant City Commissioner in the City of Göteborg responsible for the sector of Public Health.



**Dr. Ólafur Páll Jónsson**, Lector in philosophy at the Icelandic University of Education.  
Ólafur Páll Jónsson, PhD in philosophy from the Massachusetts Institute of Technology, Cambridge Massachusetts, 2001. Among his papers in English are: "Common sense ontology and the ontology of science", Science – Challenge to Philosophy? "Democracy and environmental values", is forthcoming in proceedings of the conference Ethics of Ecology, Poland, September 2003. "Quine and Kripke's Wittgenstein", The Linguistics Philosophy Interface, MIT Working Papers in Philosophy and Linguistics. Talks: "Language and virtual reality", "Common sense ontology and the ontology of science", "Democracy and environmental values", "Making room for metaphysical vagueness".



**Dr. Guðjón Magnússon**, Director, Division of Reduction of Disease Burden, WHO-EURO.  
Dr. Guðjón Magnússon is a medical doctor, with postgraduate training in community and social medicine. He joined WHO-EURO as a director in 2002. He was Dean of the Nordic School of Public Health from 1996 to 2002 and before that has held deputy positions in the Ministry of Health and Social Security and the Directorate of Health in Iceland. Dr. Magnússon has served as a volunteer for the Red Cross since 1985 working on international assignments and projects. He has been a professor and lecturer in universities in Iceland and Scandinavia and has been a chairman in ASPHER (Association of Schools of Public Health in the European Region). Dr. Magnússon has been on the editorial board of several scientific journals and published numerous papers in public health.



**Mr. Bosse Pettersson**, Director, Strategic Policy Development. Deputy Director-General, Swedish National Institute of Public Health.  
Mr. Bosse Pettersson (1946), holds a Swedish, M.A. in public administration and has been active in public health on national, local, regional and international levels since 1976. In 2001 he was appointed Deputy-Director-General of the Swedish National Institute of Public Health, with special responsibilities for strategy and policy development and international relations. Adviser to the National Public Health Committee's Secretariat. Expert in several investigations in public health. Secretary-General for the 3rd International Health Promotion Conference in Sundsvall, 1991. Contracted senior lecturer in Health Promotion at the Karolinska Institute since 1989. Short-term consultant to the WHO on several occasions since 1985. President of the EuroHealthNet since 2002.

## Program **Public Health – Shared Responsibility** 9 – 11 October 2005, Hotel Nordica, Reykjavík, Iceland

Time	Sunday, October 9	Day 1	Room B	Session 4 Regional development plans. How do they benefit public health in a region and can it be realised in practice? A model from the region of Skåne, one of four regions involved in a national trial on planning for development plans. These plans include public health, regional growth, and sustainable ecological, social and economical development. Gunnar Arnesson, Sweden. Commentator, Arne Marius Fosse, Norway
16:00-18:00	Registration			
18:00	Welcome - Refreshments and music			
18:30	Opening - Anna Elísabet Ólafsdóttir, The Public Health Institute of Iceland			
18:50	Address - Jón Kristjánsson, Minister of Health and Social Security			
19:00	Food for thought - Do we have the right to live our life any way we choose, as long as it does not harm others? Dr. Ólafur Páll Jónsson, philosopher			
	Poster display in the hallway throughout the duration of the congress			
Time	Monday, October 10	Day 2	Room B	Rest
7:00-8:00	Health promotion at the local swimming pool - Laugardalslaug			
8:00-9:00	Registration			
9:00-9:50	Sharing Responsibility Locally and Globally Keynote speaker: Dr. Geir Gunnlaugsson, Director of the Centre for Child Health Services in Reykjavík and Chairman of the Icelandic Public Health Association			
9:50-10:30	The Bangkok Charter for health promotion - The 6th global conference on Health Promotion. Where is health promotion heading and what does it mean in a Nordic context. Keynote speaker: Mr. Bosse Pettersson Deputy Director-General, Swedish National Institute of Public Health			
10:30	Coffee break			
11:00-12:30	Sessions			
Room A	Session 1 Public Health Education in relation to capacity building - How does public health education strengthen public health work? Future perspective and challenges of public health education. Commentator, Dr. Guðjón Magnússon, WHO-EURO. Why do we need public health education? The perspectives of the deans of the University of Iceland and the Reykjavík University? Comments from other Nordic countries and discussion			
Room A	Session 2 Community based interventions: "Children, nutrition and physical activity" How does the society share responsibility in tackling public health challenges? Commentators, Morten Kromann-Nielsen and Anne Smetana. Denmark and Jólauug Heimisdóttir, Iceland			
Room B	Session 3 Partners in local health. How does the local community work across sectors in a formal partnership? Examples on working together on regular bases with agreements between municipalities and different local actors. Models from Norway with comments from Denmark and Sweden. Commentator, Kjetil Drangsholt, Norway			
				12:45-16:45 „Public Health Action“ – Workshop Adventure We leave the conference centre and go by buses to Thingvellir - National Park. There we will have indoor/outdoor workshops that give us a "hands on" example of shared responsibility teamwork. (Dress for outdoors, all kinds of weather). Lunch and coffee break included
				18:00 Reception at Town Hall, hosted by the City Council of Reykjavík. Buses leave the hotels at 17:45
Time	Tuesday, October 11	Day 3	Room B	18:00 Reception at Town Hall, hosted by the City Council of Reykjavík. Buses leave the hotels at 17:45
7:00-8:00	Health promotion at the local swimming pool - Laugardalslaug			
9:00-9:45	Capacity Building. How can national and local authorities strengthen resources for public health in communities? Keynote Speaker: Dr. Penny Hawe, Centre for Health and Policy Studies Community Health Sciences Faculty of Medicine, University of Calgary			
9:45-10:25	Local experiences of national policies. What support does the local community need for capacity building? Keynote Speaker: Johan Jonsson, director of Health in the West-Götaland Region, Sweden			
10:25	Coffee break			
10:50-11:50	"Public Health Action" – Workshop Adventure How do we relate the experience from the workshop to practise?			
11:50-12:30	Workshop Results Presented			
12:30	Lunch			
13:30-14:15	Panel discussion: Do we share the responsibility and what works the best? Keynote speakers and invited guests			
14:15-15:00	Gathering the conference - thoughts for the near future How do we enhance public health, globally, national and locally, are we prepared and responding to the 21st century public health challenges and opportunities? Keynote Speaker: Dr. Guðjón Magnússon, Director, division of Reduction of Disease Burden, WHO-EURO			
15:00-15:15	Closure: Sigurður Guðmundsson, Medical Director of Health in Iceland			
				Rest
19:00	Dinner at Perla restaurant. Buses leave from hotels at 18:45			