

# WALK the TALK: The Health for All Challenge



## Introduction

As part of celebrations of the World Health Organization's 70th anniversary in 2018, WHO is staging a major health promotion event on 20 May in Geneva on the eve of the 71st World Health Assembly. WHO has been joined by Geneva authorities, the Permanent Mission of Switzerland and other countries to the United Nations in 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, 9.45am to 1pm (including pre-activities, assembly, short welcome and 11am 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 Places 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 organizations to participate in the 20 May event in Geneva, which will include opportunities for media coverage..
2. Participate as a team: Organize participation by colleagues from your organization. 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 organization 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](mailto:walkthetalk@who.int)

Web: [www.who.int/walk-the-talk-physical-activity-event](http://www.who.int/walk-the-talk-physical-activity-event)