

Health promotion in the digital era

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**World Health
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2030 targets

2025 UN Political Declaration on NCDs, mental health and well-being



150 million fewer people using tobacco



150 million more people with hypertension under control



150 million more people with access to mental-health care



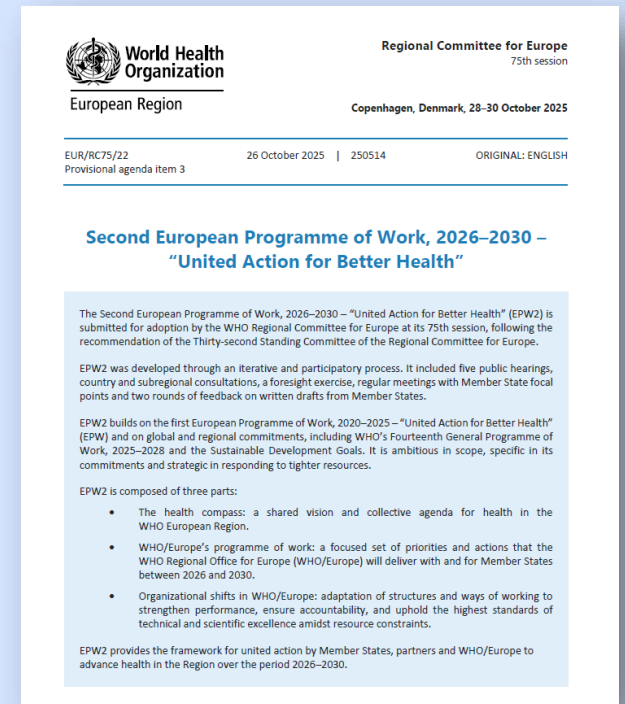
European Region

Second European Programme of Work 2026–2030 (EPW2)



Priority 2. Tackling NCDs and shaping the drivers of health across sectors

- ✓ Empowering countries for NCD action
- ✓ Reducing preventable mortality from NCDs



Health is increasingly shaped by digital conditions in which people live, learn, work, and age.



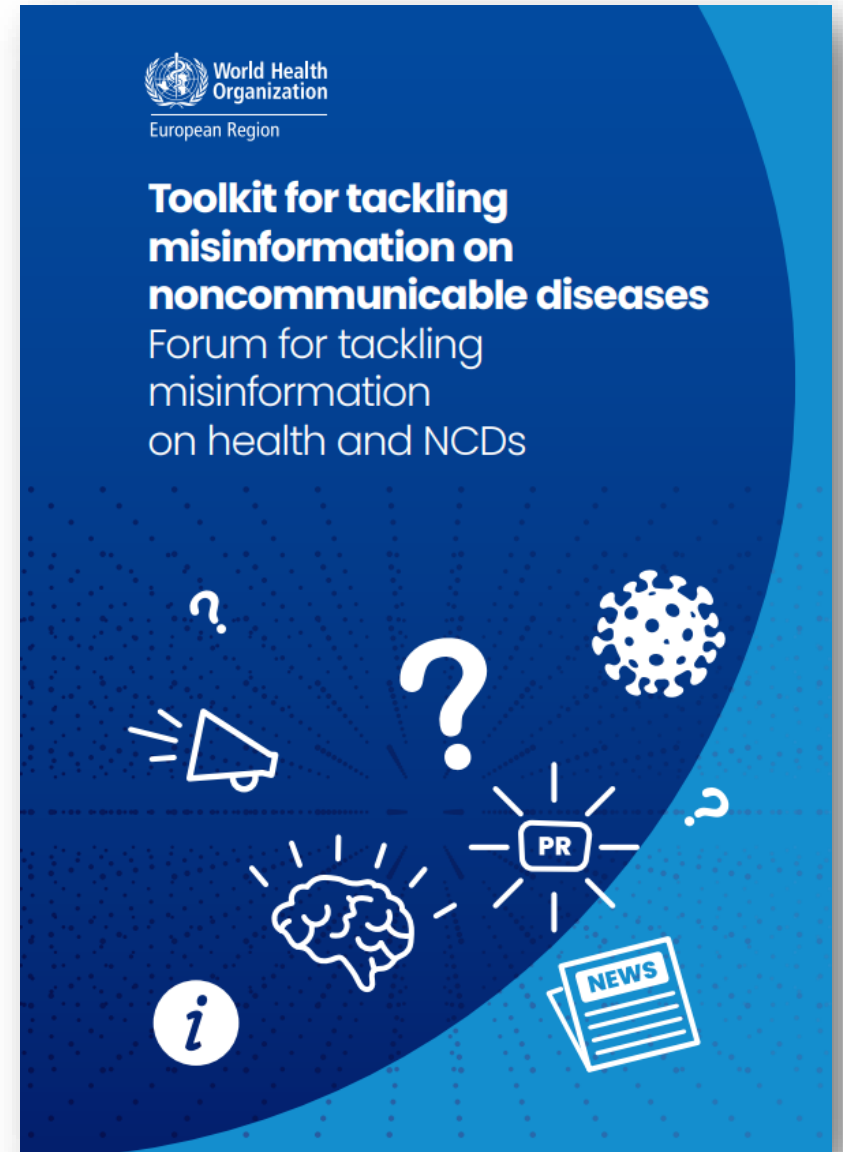
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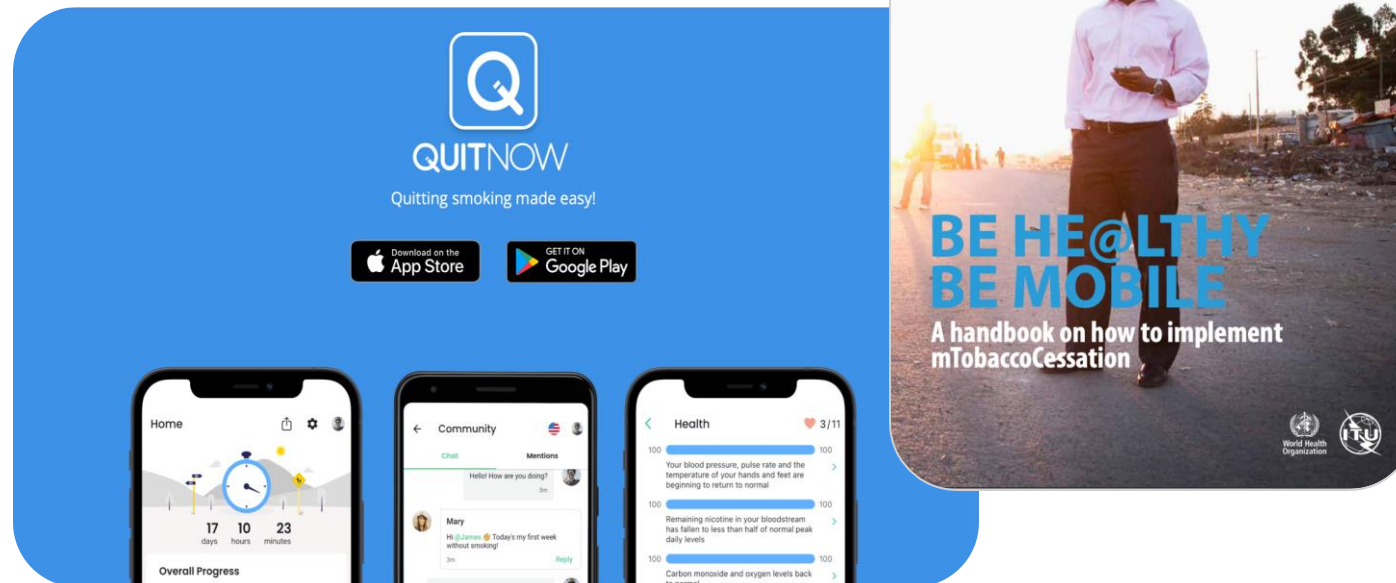
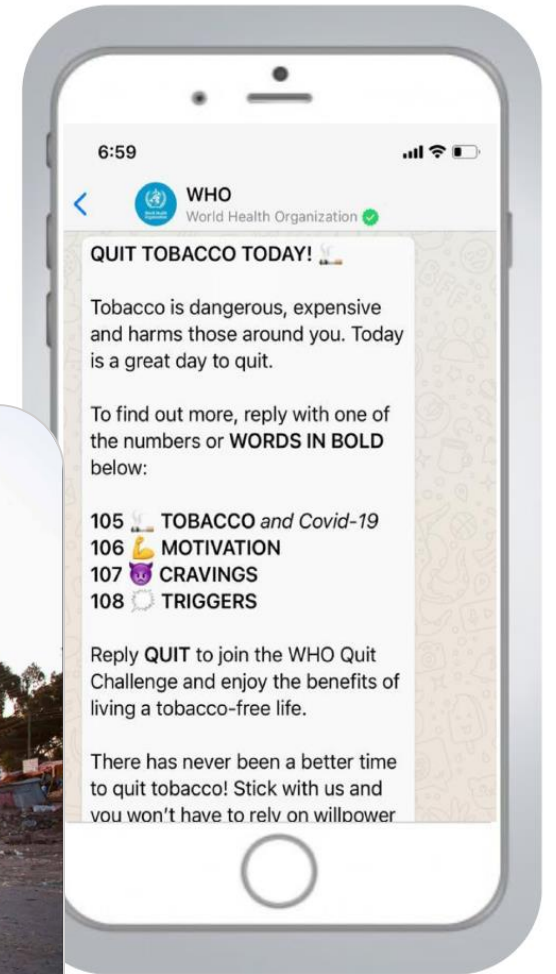
Tackling misinformation

- Health misinformation increasingly affects NCD prevention and treatment.
- Digital platforms amplify misleading health information.
- Showcases solutions by governments, platforms/media and civil society.
- Builds on COVID-19 lessons to strengthen partnerships, transparency, and timely, accessible evidence-based communication.



Tobacco cessation digital interventions

- Text messaging programmes (ex. mCessation)
- AI-based tobacco cessation software (Sarah, the digital health worker)
- Smartphone-applications (apps) (Quit Tobacco, QuitNow, Quit Genius)
- Internet-based tobacco cessation interventions offered through a diverse set of tools and resources including web-, email- and mobile phone-delivered components.



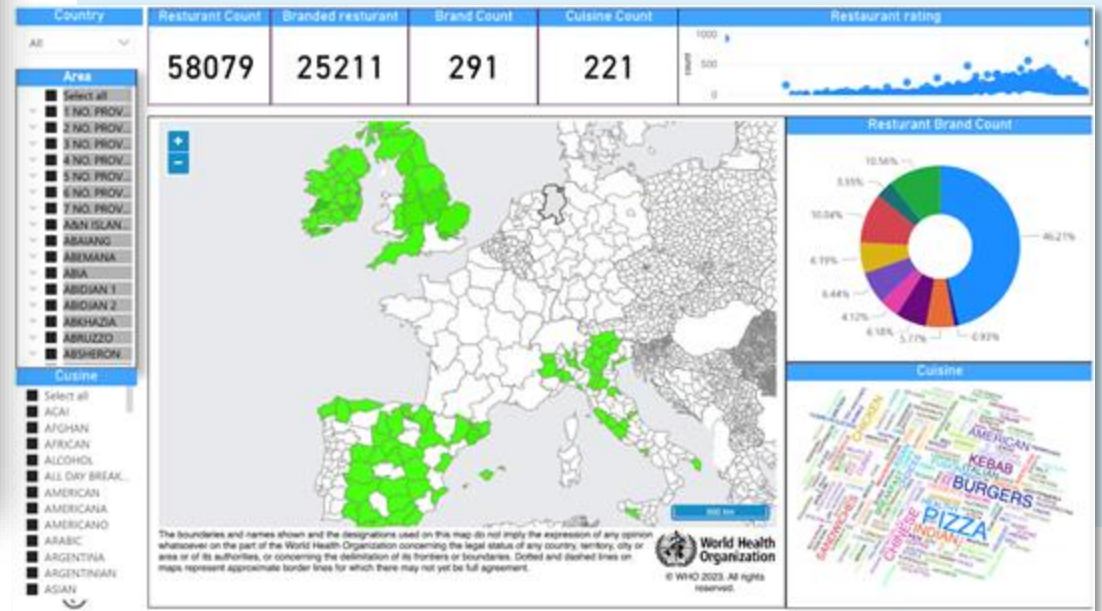
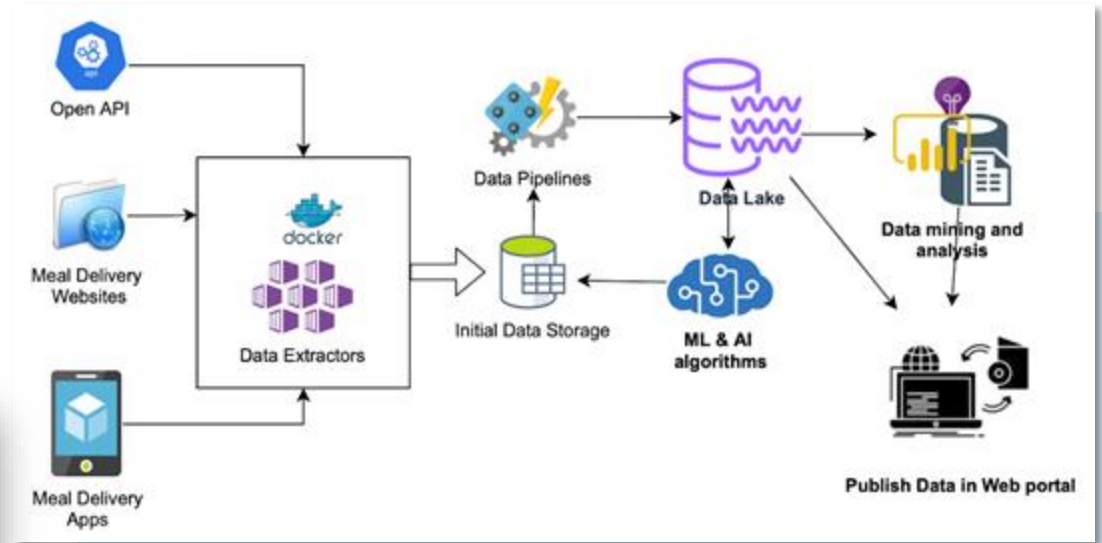
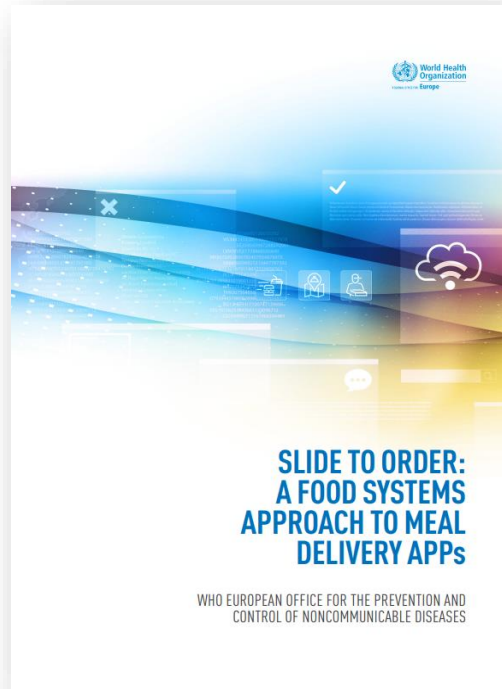
Meal delivery apps and nutrition environment

- Identified potential publicly available data capturing sources together with their ethical and legal aspects



Restaurants Menu Details
100K+ **10M+**

United Kingdom | Ireland | Spain | Italy | Slovakia



Digital marketing – new challenges

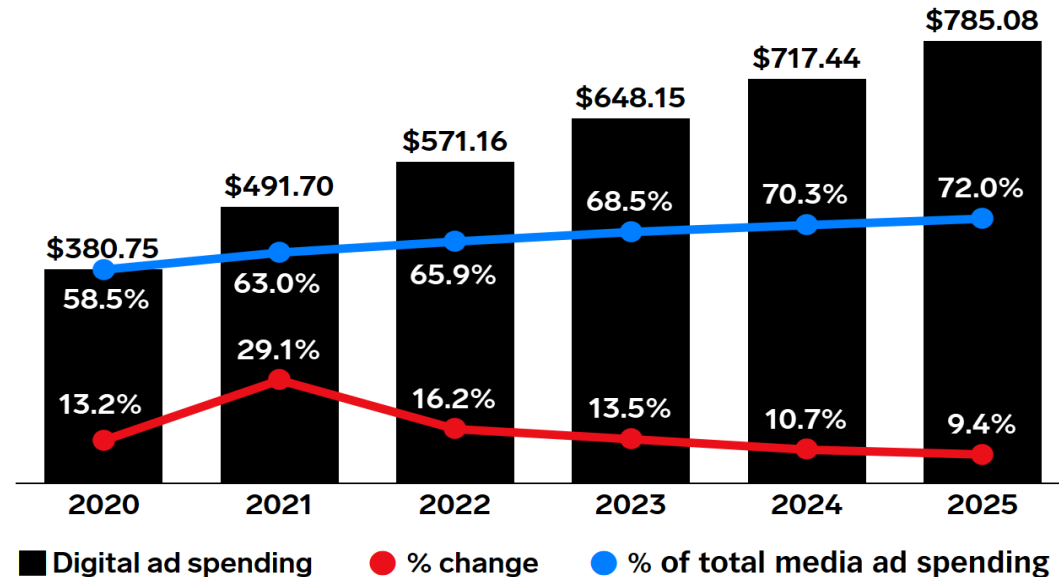
Digital marketing is linked to a user's online identity

Brands target individuals with personalized advertising in real time

Algorithms can tailor messages to people at times and in specific places at times when they would be most vulnerable

Digital Ad Spending Worldwide, 2020-2025

billions, % change, and % of total media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS, and P2P messaging-based advertising

Source: eMarketer, October 2021

KidAd App

“A set of monitoring tools that capture screenshots and metadata from interactive digital media sources, securely transferring and storing collected data in the cloud”

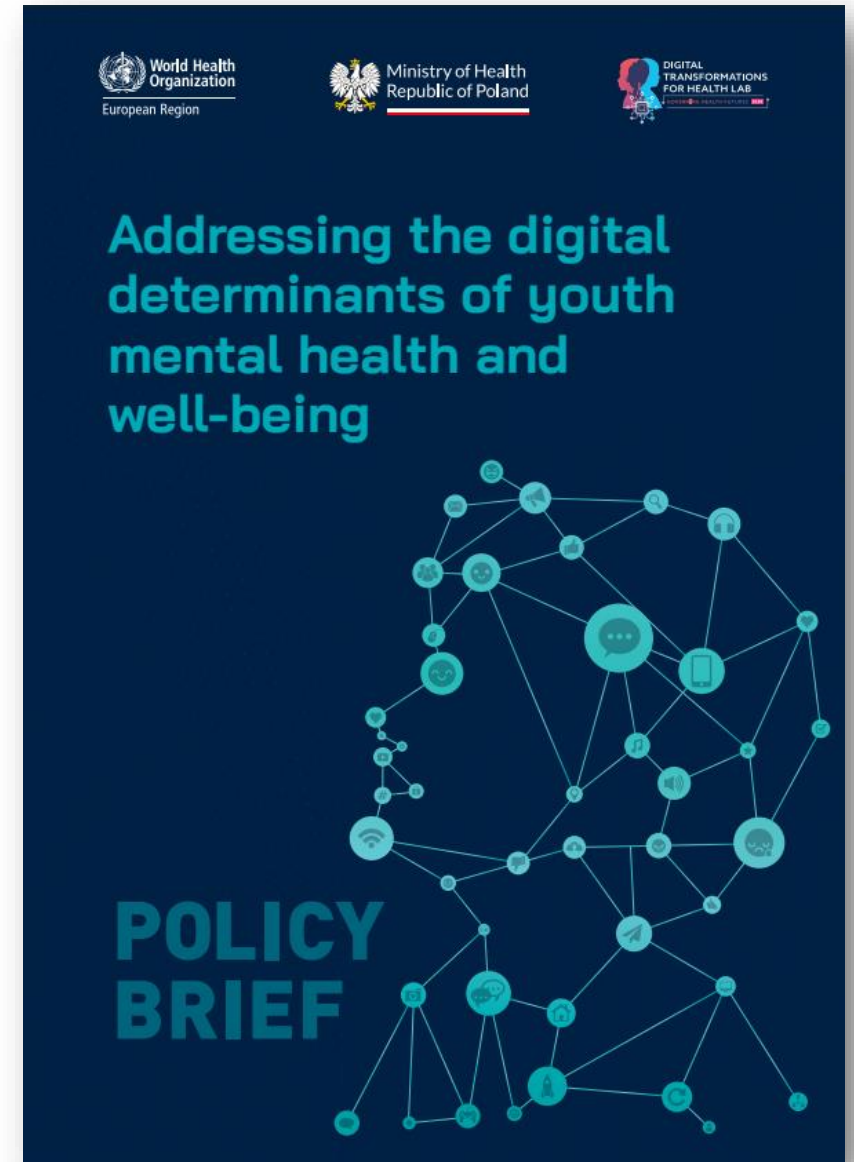
Version 1

- A mobile app that can be installed on children's Android smartphones, taking screenshots when pre-defined apps are used
- The monitoring period can be varied, capturing real-life marketing exposure rather than a short lab experience.
- Collected screenshots and metadata are securely transferred to a cloud database via the KidAd API
- A responsible team manually analyses images to detect advertising of unhealthy foods in screenshots.



Digital determinants of youth mental health: policy brief

- Evidence of impact is mixed and nuanced, **positive and negative impacts** co-exist.
- **8 priorities for multisectoral policy action:** prioritize youth digital well-being through regulation, guidance, research, accountability, health support, and offline alternatives.
- **Two guiding principles:** co-creation with young people and families, and precautionary principle to support decision making.



Screen time, physical activity, and mental health in young people

- Increasing screen time and sedentary behaviours are **undermining active lifestyles and negatively affecting mental wellbeing.**
- Consistent evidence supports that increasing physical activity improves mental health and wellbeing.
- Physical activity can help (partially) offset the mental health harms of excessive screen use by improving mood and reducing stress.



Intense and problematic social media use and sleep difficulties of adolescents in 40 countries

Asaduzzaman Khan , George Thomas, Shamshad Karatela, Alina Morawska, Aliza Werner-Seidler

<https://doi.org/10.1002/jad.12321>

Dose-dependent and joint associations between screen time, physical activity, and mental wellbeing in adolescents: an international observational study



Asaduzzaman Khan, Eun-Young Lee, Simon Rosenbaum, Shanchita R Khan, Mark S Tremblay

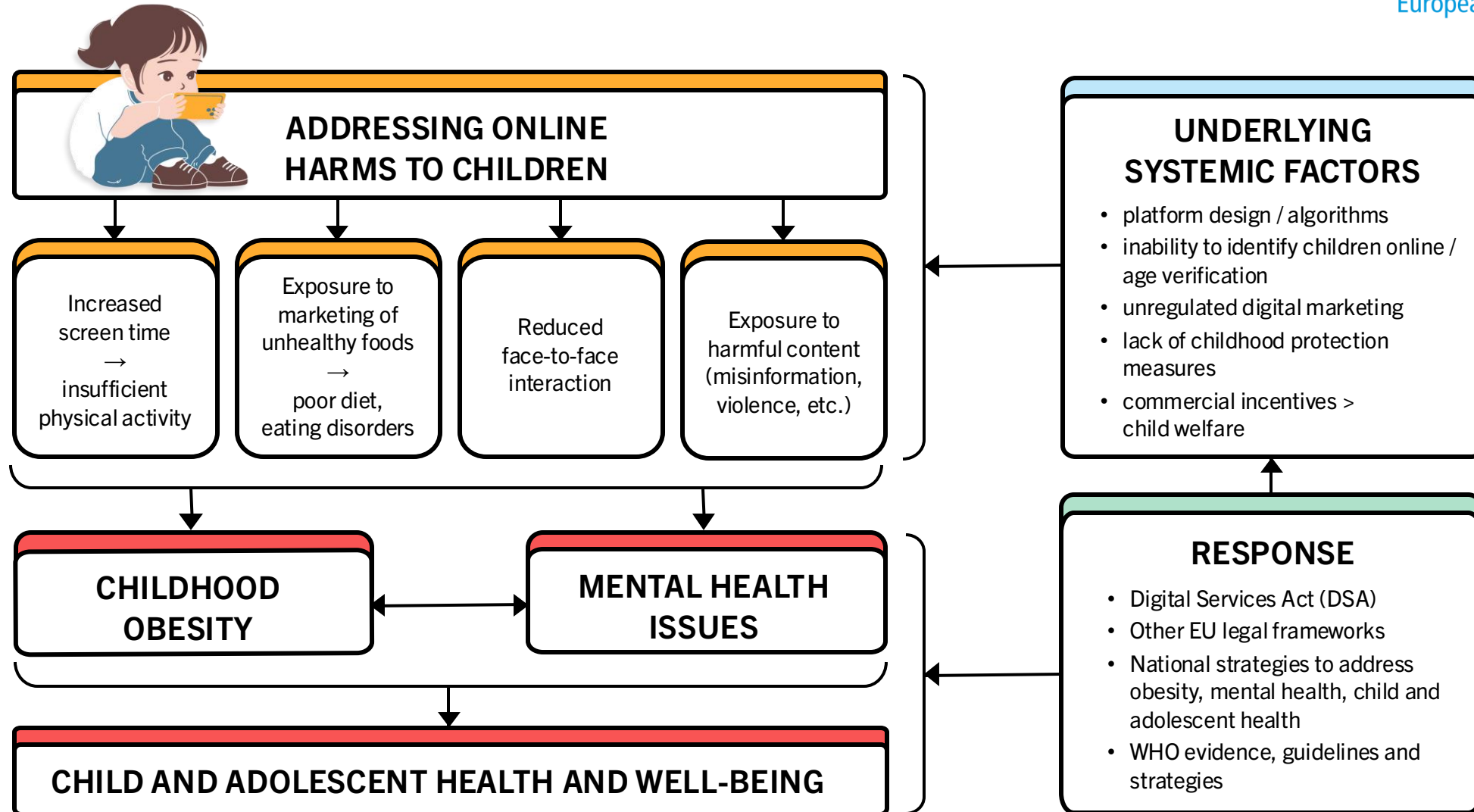
Summary

Background Mental wellbeing in adolescents has declined considerably during past decades, making the identification of modifiable risk factors important. Prolonged screen time and insufficient physical activity appear to operate

Lancet Child Adolesc Health 2021; 5: 729-38

[https://doi.org/10.1016/S2352-4642\(21\)00200-5](https://doi.org/10.1016/S2352-4642(21)00200-5)

Exploring intersections and coordinated responses





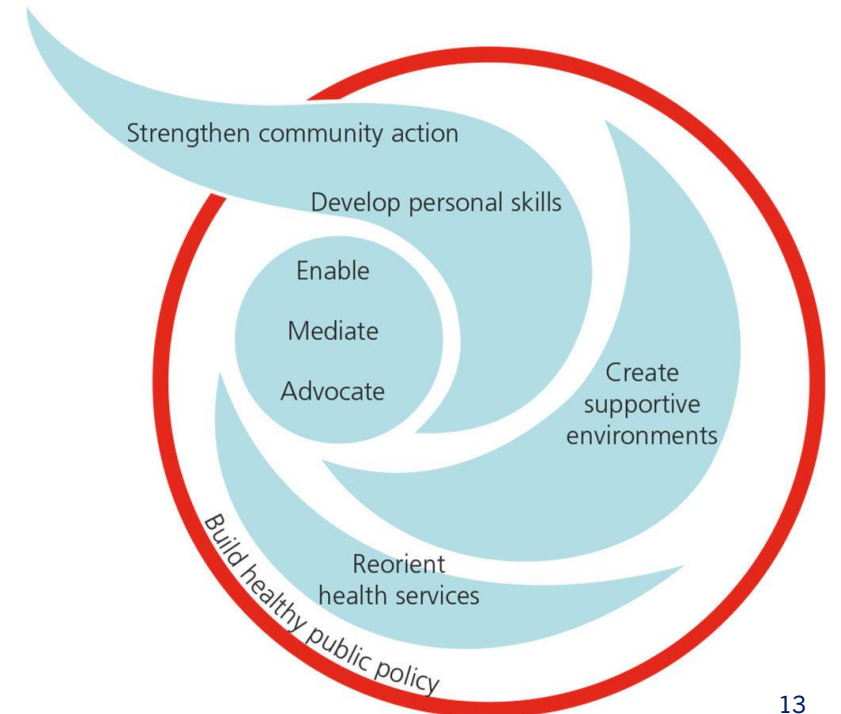
POSITION STATEMENT

1. Every child must be protected from violence, exploitation and abuse on the Internet
2. Children's rights must be respected by governments and commercial entities
3. Any person under the age of 18 must be recognized as a child
4. Children must be protected from unhealthy marketing
5. Data collection from children should be reduced to a minimum and not used for commercial purposes
6. Transparent monitoring and evaluation should be implemented
7. Cross-border collaboration should be improved
8. Children's health should always be prioritized



The Ottawa Charter in a digital world

Ottawa Charter principle	Digital era interpretation
Build healthy public policy	AI, platform and data governance
Create supportive environments	Safer digital ecosystems
Strengthen community action	Digital inclusion and participation
Develop personal skills	Digital health literacy
Reorient health services	Prevention-enabled digital systems



Thank you!

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