



EuroHealthNet Capacity Building Workshop: Ethics in health promotion: how to implement ethical frameworks in public health institutes

28 April 2025, 10:00-12:00 CET

(Members only)

Background

Public health and health promotion are inherently ethical endeavours, requiring careful navigation of individual rights, social responsibilities, and collective wellbeing. Health promotion, particularly, is concerned with equitable social arrangements that empower individuals to achieve better health outcomes. This involves addressing fundamental questions, such as the balance between individual freedoms and societal responsibilities.

National public health institutes (and authorities across all levels of governance) frequently encounter ethical dilemmas when implementing health promotion strategies. These dilemmas arise in situations such as balancing individual autonomy with collective wellbeing, ensuring intergenerational equity, and communicating with the public in the face of changing evidence. Additionally, public health institutions operate in complex environments where emergency preparedness and response and long-term health promotion efforts must align with ethical principles of proportionality, precaution, non-partisanship and inclusivity.

Without a shared ethical reference framework, it can be difficult to coordinate responses to urgent and emergent public health challenges. However, given the diversity of national public health institutes, cultural values, governance structures and political and philosophical traditions, there is a pressing need to understand how ethical frameworks can be developed, shared, and appropriately adapted to different contexts.

This EuroHealthNet Members-only Capacity Building Workshop aims to equip public health professionals with frameworks and guidance to ethical approaches to health promotion. It will foster dialogue on ethics and current ethical challenges, explore the interplay between ethics and public health policymaking, and provide practical approaches to addressing ethical dilemmas. Through insights gained from members, EuroHealthNet will develop implementation guidance to complement the EuroHealthNet Ethical Framework, to be presented at the General Council Meeting from 11-13 June 2025.

Agenda

10.00 Introduction, Moderated by Alison Maassen, *Programme Manager, EuroHealthNet*

- Welcome from Caroline Costongs, *Director, EuroHealthNet*

10.10 Insights. Ethical challenges for a national public health agency: the experience of Santé publique France

- Anne-Catherine Viso, *Director, Scientific and International Department, Santé publique France*
- Q&A

10.35 Framework for engaging with the private sector and managing conflicts of interest: Public Health Scotland

- Garth Reid, *Consultant in Public Health, Public Health Scotland*
- Q&A

11.00 Break

11.15 Presentation of updated EuroHealthNet Ethical Framework and proposed 'implementation guidance'

11:25 Exchanging on ethical approaches and how to implement the EuroHealthNet Ethical Framework (all members are encouraged to share their lessons learned and recommendations from their context)

- *Defining complex concepts in health promotion ethics*
- *The role of experts in guiding ethical decision-making*
- *Other tools to support the implementation of the EuroHealthNet Ethical Framework (or other ethical frameworks)*

11.55 Wrap-up and next steps

- Alison Maassen, *EuroHealthNet*

12.00 Close of workshop



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