EUROHEALTHNET ANNUAL SEMINAR 2026

Health promotion and prevention in the digital era: from challenges to solutions

Will the digital transformation lead to improved population health and wellbeing in Europe?

1 June 2026, 14:00-17:00 CEST

Location: National Institute of Public Health – National Institute of Hygiene, 24 Chocimska Street, 00791 Warsaw and online

The rapid advance of digital technologies and the acceleration of artificial intelligence is reshaping societies in profound ways, with far-reaching implications for health and wellbeing. This digital transformation is a key determinant of health, as it interacts with the conditions in which people are born, grow, live, work, and age.

Over recent years, significant efforts have been made to integrate digital health solutions into public health settings, a shift accelerated by the COVID-19 pandemic through the widespread adoption of tools such as telehealth platforms and digital trackers. At the same time, major policy developments, such as the European Health Data Space and the Digital Services Act, are redefining governance structures. Today, public health professionals and policymakers are facing a crisis of declining mental health among young people due to social media use. New challenges continue to emerge: understanding and navigating the implications of artificial intelligence (AI) on public health, alongside the evolving impact of new regulatory frameworks such as the European Union's AI Act.

This raises a critical question: ***how can we ensure that the digital and AI transformation advances health equity and wellbeing, rather than amplifying existing gaps and barriers or even becoming a threat to health****?* Marking the 40th anniversary of the WHO Ottawa Charter for Health Promotion, EuroHealthNet's Annual Seminar 2026 will explore this question by examining promising solutions to strengthening health promotion and disease prevention in the digital era. The seminar will offer a timely moment to reflect on the Charter, and explore the role of public health professionals in navigating this evolving digital landscape. With a strong focus on presenting evidence, policy tools and best practices, the seminar will address:

- Strategic considerations for health promotion and prevention in the digital era, including key trends across the European region and OECD countries, as well as the anticipated impact of legislative frameworks and national policy initiatives;

- Promising initiatives in health promotion and prevention, showcasing practical examples in areas such as digital wellbeing and safety for children, the use of AI, the testing of health app quality standards, and tools supporting healthy ageing.

Programme

13.30 **Registration and coffee**

14.00 **Welcome and introduction**

- **Katarzyna Drążek-Laskowska,** Director of the Department of International Cooperation, Ministry of Health of the Republic of Poland
- **Bernard Waśko**, Director of the National Institute of Public Health in Poland
- **Suzanne Costello**, President of EuroHealthNet & Chief Executive of the All Island Institute of Public Health (IPH) in Ireland

14.15 **Session 1: Strategic considerations for equity-centred health promotion and disease prevention in the digital era**

Moderated by **Yvette Shajanian Zarneh**, Head of Unit at the German Federal Institute of Public Health (BIÖG) and EuroHealthNet Executive Board member and by **Gabriella Sutton**, Project Coordinator at EuroHealthNet

- **Kremlin Wickramasinghe**, Regional Advisor, 'Prevention and Health Promotion Division' at WHO/Europe – *Health promotion in the digital era*
- **Michele Cecchini**, Responsible for the programme of work on Public Health at OECD - The digital transformation of health systems and opportunities for equity-centred health promotion
- **Marta Puciłowska-Schielmann**, Vice-President of the Instytut Cyfrowego Obywatelstwa (Institute of Digital Citizenship) - *Digital citizenship, digital health literacy and equity*
- **Dr Nastasia Griffoen**, Coordinator of the Expertise Centre Digitalisation and Wellbeing at the Trimbos Institute – *AI, social media use and mental health*
- **Audience Q&A** – Co-moderated by the session chairs

15.15 **Break**

15.45 **Session 2: Promising health promotion and disease prevention initiatives in the digital era**

Moderated by **Pia Sundell**, Vice-President of EuroHealthNet and Executive Board member for the Finnish Federation for Social Affairs and Health (SOSTE) and by **Anne Wagenführ-Leroyer**, Programme Manager at EuroHealthNet

- **Saara Rapeli**, Project Manager 'Mental Health Promotion' at the Finnish Institute for Health and Welfare (THL) – *Digital Wellbeing and Safety for Children in Finland*

- **Kerian Berose-Perez**, Responsible for 'Mental health and protection against the harmful effects of exposure to screens' at the French Ministry of Health - *France's bill on prohibiting social media for young people under 15 years*
- **Petra Hoogendoorn**, International expert in health app assessment - *Testing Health App Quality Labels such as Label2Enable with people with low health literacy*
- **Dr Christoph Aluttis**, Head of Unit 'Healthy Ageing, Gender Health & Health Equity' at the German Federal Institute of Public Health - *Using digital tools for healthy ageing*
- **Audience Q&A** – Co-moderated by the session chairs

16.45 **Closing and reflections**

- **Caroline Costongs**, Director of EuroHealthNet
- **Bernard Waśko**, Director of the National Institute of Public Health in Poland

17.00 **Non-alcoholic reception**

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